



Product Development Engineering

*Develop World-Class Capacity
in R&D Competency*

OVERVIEW

Market conditions are rapidly changing due to destructive technological advancements and worldwide crises. Not to fall behind the competition, companies need to predict the changes in advance, make strategic decisions, and act as quickly as possible. In this regard, developing products with a high-value proposition is the most effective way to maintain competitive strength in the market.

Introducing a new and competitive product to the market, however, requires world-class experience and skills in utilizing the most up-to-date product development tools and methodologies.

Product Development Engineering is a technical training program developed based on many years of experience in companies and institutes such as Ford Motor, GM, GE, Xerox, Toyota, and MIT. Furthermore, the scope has been enriched with implementation experience from regional companies to make the methodology practicable in the product development efforts of regional companies.

KEY BENEFITS

The aim of the program is to familiarize participants with new and effective product development processes and tools so that they can develop world-class innovative products in their workplace. They will get benefits by enhancing skills in the following areas:

- Getting familiar with customer value proposition.
- Collecting the hidden voice of the customers.
- Developing a product competition strategy.
- Developing the product specs responding to the voices.
- Developing system/subsystem concepts of the product.
- Building prototypes, conducting tests, collecting data.
- Optimizing the product for robust performance.
- Developing high quality and low cost manuf. Tolerances.
- Conducting validation tests in the field.
- Getting ready for production and documentation.

WHO SHOULD ATTEND

“Product Dev. Engineering” is for technical people, who are planning to develop competitive commercial products. It’s specifically designed for:

Product, process, and field engineers as well as product designers at all levels (including C-levels) of product design firms and manufacturing companies.

SCHEDULE (40 HOURS)

Day 1

- Developing successful product strategy.
- Developing the Voice of the Customer.

Day 2

- Developing the system concept and specifications.
- Designing subsystems and piece-parts.

Day 3

- Prototyping, conducting tests, collecting data.
- Optimizing the performance.

Day 4

- Tolerance design for low cost.
- Validating the product in field.

Day 5

- Developing pilot production and quality control plans.
- Preparing documentation and readiness for production.

THE SCHOOL of Technology & Innovation

ABOUT THE SCHOOL

The School is an international research, training, and consultancy company, dedicated to provide guidance to technology development engineering and innovation engineering projects towards creating quantified value-propositions for all stakeholders, thereby, achieving competitive and sustainable business solutions.

ABOUT THE EXPERT (Dr. SUAT GENÇ)

Dr. Suat Genç is the founder and CEO of the School, who have more than 25 years of experience in the field of technology and innovation as a researcher, faculty member, engineer, consultant, and C-Level executive.

Dr. Genç is also currently a part-time adjust professor at Boğaziçi University and Board Member at Gebze Technical University Technopark in Turkey.

Up until recently, Dr. Genç served for 4 years as General Manager of BMC Power Company, developing Power-Packs (Engine, Transmission and Cooling Systems) for both military and commercial vehicles (e.g., Altay Main Battle Tank and Armored Vehicles).

Prior to these appointments, Dr. Genç was Vice President for 8 years at MAM and BİLGEM Research Centers of the Scientific and Technological Research Council of Turkey (TUBITAK). His responsibilities were methodology development for Strategy and Technology Management as well as developing new business models to transfer available technologies to industrial companies.

Dr. Genç served for 7 years as Product Development Coordinator at Turkish Institute for Industrial Management (TUSSIDE/TUBITAK), where he found the opportunity to provide professional R&D training and certification programs as well as consultation services to more than 500 companies.

Dr. Genç also worked for 5 years as a Senior Systems Development Engineer for Plug Power Fuel Cell Company (General Electric Global Research Center) in New York, where he was responsible for a wide range of technology and system development activities.

Dr. Genç received his BS degree in Mechanical Engineering from Istanbul Technical University (Istanbul, Turkey), and his MS and PhD degrees in Mechanical Engineering from Rensselaer Polytechnic Institute (New York, USA).

THE SCHOOL DIFFERENCE

The programs have been tailored by utilizing global theories and knowledge, but further enriched and enhanced by taking into account regional facts such as cultural differences, market realities, working people skills as well as management styles.

After all these adjustment and improvements, The School is ready to support regional organizations by providing step-by-step, easy-to-understand, and ease-to-implement premium process knowledge; primarily in “Technology” and “Innovation.”

OUR PROFESSIONAL PILLARS

The School is dedicated to provide services in below core areas:

**GLOBAL
R&D
SERIES**

To make things **Work**

Technology Development Engineering

To **Meet** users' needs

Product Development Engineering

To have robust **Performance**

Process Development Engineering

To make an Innovative Idea **Viable**

Design Thinking for Innovation

To **Launch** an Innovative Product

Innovation Engineering

To **Sustain** an Innovative Company

NSF I-Corps Bootcamp

**SILICON
VALLEY
SERIES**