

	National University of Sciences and Technology	
	Course Description	
Course Title Engineering Design Management and Business Studies	Course Code ME 834	Credit Hours 3 – 0

Textbook:

- “Managing engineering design” By Crispin Hales, Shayne Gooch
- “System engineering management” By Benjamin S. Blanchard
- “Engineering design methods: strategies for product design” by Nigel Cross

Course Objective:

- Students shall learn techniques for managing design of products and its business aspects.

Course Outline:

- This module examines the basic objectives and methods of managing engineering design, business aspects and provides some of the tools necessary for the management of innovation. Topics include the formation and role of teams, and their motivation and development; communication within and between teams. Other subjects include: project management, manufacturing and technical strategy; standards and procedures; the role of the design manager; product liability; business, project, and engineering function finance.

ASSESSMENTS

Description	Percentage Weightage (%)
Assignments	05-10%
Quizzes	10-15%
Mid Semester Exams	30-40%
End Semester Exam	40-50%