

First Workshop on Product Development and Systems Engineering

Theme: Global Product and System Realization

April 07, 2006

McGregor Conference Hall, Wayne State University, Detroit, MI

Workshop Description

The goal of this workshop is to define promising directions for research and education in the areas of product development and systems engineering. Systems engineering is an interdisciplinary approach for enabling the realization of successful products and systems. It focuses on defining and documenting customer needs and system's functionality requirements early in the development cycle, then proceeding with design synthesis and system validation while considering the complete product lifecycle design problems such as cost & schedule, manufacturing, operations, performance, test, training & support, and disposal. Practicing engineers use systems engineering analytical tools for business and technical decision making. However, taking an interdisciplinary approach to engineering systems is inherently complex, since the interaction among system components are not always well defined or fully understood. Defining and characterizing such systems and subsystems, and the interactions among them, is the primary task of system design engineers. This workshop will highlight relevant practical problems in realization of global products and systems and will provide opportunities for collaboration among product engineers and academics through formal presentations and panel discussion session. The theme of this year's workshop is "global product and system realization". The case studies presented in the workshop will be from both automotive and non-automotive product development organizations.

List of Speakers

Shamel Rushwin

Research Professor, Wayne State University

Art Hyde

Global Product Development Task Force Leader, Ford Motor Co.

David Parsons, Ph.D.

Vice President Product Development Consulting, PTC

Joe Donndelinger

Staff Research Engineer, General Motors R&D Center

Giuseppe Rossi, Ph.D.

Supply Chain Technical Leader, Ford Motor Research Group

Ali Yassine, Ph.D.

Assistant Professor, The University of Illinois (UIUC)

Topics

The Joint Development of a Global Vehicle

Lean Product Creation

Enabling Global Product Development

Information Flow and Decision Making in Advanced Vehicle Development

Optimizing Workstation Layout in Final Automotive Assembly

Information Product Development Management

Corporate Sponsors



Parametric Technology Corporation



Product Development and Systems Engineering Consortium



Ford Motor Company

Program

- 7:30-8:30** **Registration & Continental Breakfast**
- 8:30-8:45** **Getting Started**
Welcome, Introductions and Outline of the Day
- 8:45-10:15** **Session I – Global Product Development**
(Chairs: Dr. Leslie Monplaisir and Dr. Kyoung-Yun Kim)
Speaker 1: Shamel Rushwin, Research Professor, Wayne State University
“The Joint Development of a Global Vehicle”
Speaker 2: Art Hyde, Global Product Development Task Force Leader, Ford Motor Company
“Lean Product Creation”
- 10:15-10:30** **Coffee Break and Refreshments**
- 10:30-12:00** **Session II - Product Development Optimization:**
(Chairs: Dr. Alper Murat and Dr. Bimal Nepal)
Speaker 3: Dr. David Parsons, Vice President Product Development Consulting, PTC
“Enabling Global Product Development”
Speaker 4: Joseph A. Donndelinger, Staff Research Engineer, General Motors R&D Center
“Information Flow and Decision Making in Advanced Vehicle Development”
- 12:00-1:30** **Lunch**
- 1:30-3:00** **Session III – Systems Engineering and Process Optimization:**
(Chairs: Dr. R. Darin Ellis and Dr. Alper Murat)
Speaker 5: Dr. Giuseppe Rossi, Supply Chain Technical Leader, Ford Motor Research Group
“Optimizing Workstation Layout in Final Automotive Assembly”
Speaker 6: Dr. Ali Yassine: Assistant Professor, The University of Illinois at Urbana-Champaign (UIUC)
“Information Product Development Management”
- 3:00-4:00** **Session IV – Panel Discussion and Breakout Session**
(Chairs: Dr. Leslie Monplaisir, Dr. Kyoung-Yun Kim, Dr. R. Darin Ellis, Dr. Alper Murat, and Dr. Bimal Nepal)
Panelist: Shamel Rushwin, Dr. Ali Yassime, Joseph A. Donndelinger, Art Hyde, Dr. David Parsons, and Dr. Giuseppe Rossi,
- 4:00-4:30** **Wrap-up**

Workshop Registration, Information, and Hotel

The registration for the workshop is free. However, pre-registration is required in order to participate in the workshop. Please contact workshop coordinator Mr. Bob Boose at pdsec_admin@wayne.edu for registration or any other general information about the workshop.

For **hotel accommodation**, visit www.hotel.com or any similar websites. You may also contact **The Inn on Ferry**. Their contact number is (313) 871 6000, or visit <http://innonferrystreet.com> for online reservation. The Inn on Ferry is about four blocks away from the McGregor Conference Hall (the venue for the workshop) on Wayne State University campus.

Contact Bob Boose for more information
Tel: 313-909-3730, E-mail: pdsec_admin@wayne.edu

Map, Driving Directions, and Parking Facilities

Street address of McGregor Conference Hall: **610 W 13 Mile Rd, Detroit, MI 48201.**

For Wayne State Campus map, please visit at <http://www.campusmap.wayne.edu>.

Driving directions

From Detroit Metro Airport (I-94 East):

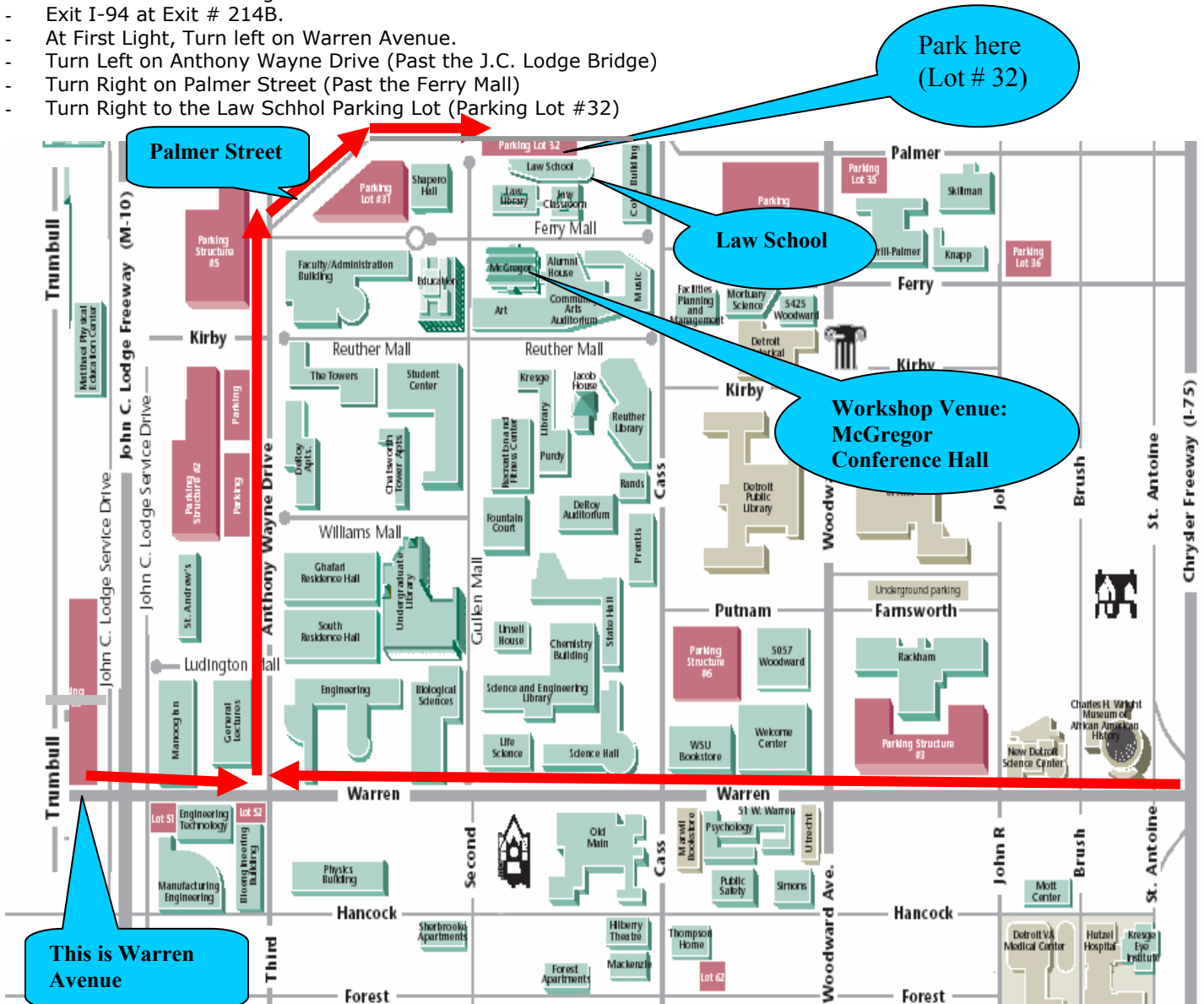
- Take 214 B Exit
- Turn Right on Trumbull
- At First Light, Turn left on Warren Avenue.
- Turn Left on Anthony Wayne Drive
- Turn Right on Palmer Street (Past the Ferry Mall)
- Turn Right to the Law Schhol Parking Lot (Parking Lot #32)

From I-75-North/South (Auburn Hills, Troy)

- Take 53 A Warren Avenue
- Turn Right on Warren
- Pass Second Avenue
- Turn Right on Anthony Wayne Drive
- Turn Right on Palmer Street (Past the Ferry Mall)
- Turn Right to the Law Schhol Parking Lot (Parking Lot #32)

From I-96 East (Lansing)

- Take 190 Exit and Merge onto I-94 East
- Exit I-94 at Exit # 214B.
- At First Light, Turn left on Warren Avenue.
- Turn Left on Anthony Wayne Drive (Past the J.C. Lodge Bridge)
- Turn Right on Palmer Street (Past the Ferry Mall)
- Turn Right to the Law Schhol Parking Lot (Parking Lot #32)



Contact **Bob Boose** for more information, Tel: 313-909-3730, E-mail: pdsec_admin@wayne.edu.