431-451 Project Mgt & Product Commercialisation

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Twenty-four hours of lectures and 24 hours of tutorials and project work Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability
Subject Overview:	Upon completion of this subject, the student should understand the role of an engineer in coordinating a multidisciplinary project; understand what is necessary to ensure delivery of projects on time, to the specified quality and within budget; demonstrate skills in forecasting, planning and communicating with management; demonstrate a knowledge of the commercialisation requirements for new products with an emphasis on innovation. The content covers the study of project management and commercialisation of new products within the context of the modern high technology enterprise, structure and integrated strategy; coordinating marketing and engineering; coordinating marketing and production; coordinating production and engineering; assuring quality; financial return and its effect on growth; general management and personnel policies; formulation of an integrated strategy; reporting and control processes; development of rigorous project management and communication; system engineering approach to project management; planning, estimating, financing and controlling projects using PERT/CPM; cash flow and cost control; cost and schedule control systems (CSCS); design for manufacture; quality assurance management; total quality management; international safety and regulatory requirements; and development of an understanding of processes essential to effective commercialisation of new products, difference between an idea and a business opportunity; innovation and product improvement; protection of intellectual property; product life cycles; venture capital; case studies; industry, and Federal and State government support for product commercialisation.
Assessment:	One 3-hour end-of-semester written examination (70%); assignment, mid-semester test and/or project report not exceeding 20 pages including appendices, diagrams, tables, graphs and computer output (30%). The relative weighting of the assignment, mid-semester test and/or project report will be specified in the first lecture and on the subject web page at the start of semester.
Prescribed Texts:	None
Recommended Texts:	Information Not Available

Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	Information Not Available
Related Course(s):	Bachelor of Engineering (Biomedical) Biomechanics Bachelor of Engineering (Computer Engineering) Bachelor of Engineering (Electrical Engineering) Bachelor of Engineering (EngineeringManagement) Computer Bachelor of Engineering (EngineeringManagement) Electrical Bachelor of Engineering (Software Engineering) Graduate Certificate in Engineering (Engineering Management) Graduate Diploma in Engineering (Engineering Management)