

iMDE（浙江大学-隆德大学）联合课程选课通知



iMDE (International Market Driven Engineering, 中文选课名称: 技术管理) 是由浙江大学与瑞典隆德大学合作开设的硕士研究生课程。该课程由两校来自管理学科和工程学科的教授共同授课, 学生由浙江大学管理学院、控制系和设计学院的研究生以及隆德大学经管学院和工程学院的学生共同组成。该课程从 2012 年秋学期开始, 每年选课一次。2014 年秋学期该课程计划将于 2014 年 9 月 15 日开课, 每周上课 3 次 (通常为周一、周三和周五上午), 2014 年 10 月 22 日 (暂定) 课堂作业展示。课程全英文。课程模式: 除了讲座之外, 还有两次企业参观。课程考试: 小组 (不同学科, 不同国家的交叉小组) 就特定主题完成一个产品设计 (最好有产品模型展示), 并拟定该产品推广的商业计划。2013 年的小组作业汇报的情况有多家媒体报道。其中有小组作业正在申请发明专利。

这是一门独一无二的课程。在本联合课程, 你能与来自不同学科的学生一些学习和设计, 你能与国外学生一起学习和工作, 你能领略不同学科和不同国家教师的教学风格, 你有机会参访著名企业, 你有机会完成你的创业产业设计、模型制作和商业计划, 你共同完成的小组作业有可能会获得商业投资.....

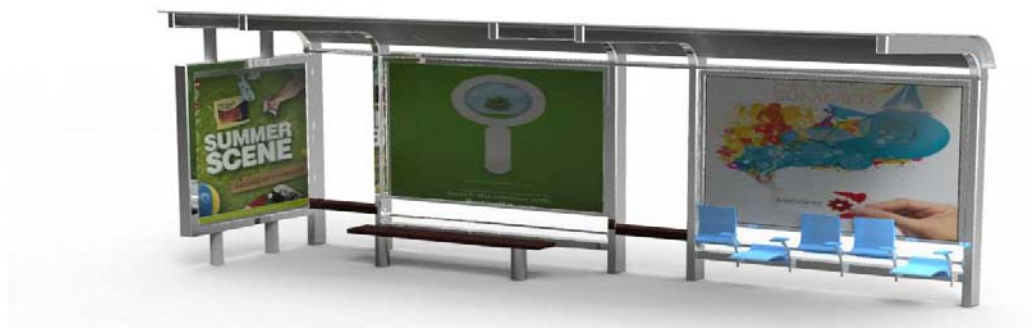
选课要求: 能熟练使用英语进行交流、写作。

选课报名截止时间: 2014 年 7 月 6 日

报名邮箱: wangdy@zju.edu.cn, 邮件主题: 学号+姓名+ iMDE 课程报名

附：2012 年学生小组作业范例 2（为老年人专门设计的公共场合的座椅）

3D images of the EA Chair



附：2013 年学生小组作业范例 8（iStick，老年人多用途智能拐杖）



附：课程的教学大纲（例）

The course iMDE of the Technology Management program

1: Draft Schedule of the course (to be confirmed)

Date	Time	Topic
15/9	13-16	Introduction
16/9	9-12	Innovation-1 (Inspiration)
17/9	9-12	Innovation-2 (Ideation)
18/9	9-12	1 hour coaching per group
19/9	9-12	Innovation-3 (Implementation)
22/9	9-12	Innovation-4 (Innovation Cultures and Examples)

24/9	9-12	Business plans
24/9	13-16	1h coaching per group
25/9	All day	Volvo (tentative) or Nedermann (tentative) or Alipay
26/9	9-12	Product Development, Sourcing and Production
26/9	13-16	Coaching
National holidays		
8/10	9-12	Marketing and Sales
9/10	All-day	SupCon
14/10	9-12	Entrepreneurship
15/10	9-12	1 hour coaching per group
17/10	9-12	1 hour coaching per group
20/10	9-12	1 hour coaching per group
22/10	9-17 (All day)	Final presentations

2. Projects and Lecture details

2.1. Pre-work

- 1) Ask the Chinese students to prepare a presentation of China, ZJU and Hangzhou
- 2) Ask the Swedish students to prepare a presentation of Sweden, LU and Lund
- 3) Organize a way for the Swedish groups to present themselves in order to make it possible for the Chinese students to select a group (web-based)
- 4) Organize a social event one evening during the first week. If possible invite Foreign Affairs (university level) for an opening speech.

2.2. Project

- The students will get an introduction to the project at Lecture-1. The projects should be made under a theme, e.g. “medical device”, “clean air”, “help your life”, etc.
- After each lecture the students can work in their respective groups with the project, e.g., after lecture-2 the students can start identifying what needs there are on the market regarding ”Theme”, after lecture-3 the students can start inventing what their ”product” could look like, etc.
- We will encourage the student to try to make a small prototype of the “product”.
- We will encourage the students to document (film) their work.
- The students should write a market-and-business-plan for their product.
- At the end of the course the students should make an oral presentation of their market-and-business plan. They should also hand in the market and business plan in a written format. Their work during the project should result in a short film that they can include in their presentation. The film should highlight their working procedure as well as their product.