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WEDNESDAY, 23 JUNE 10 **ASK AN EXPERT NEWS CAREER EVENTS** STUDENT HELPLINE HOME RESULTS COMMUNITY NID develops new PG course in NEWS SEARCH For Admission related queries \*Name: product design engineering Search Published On: 03rd March 2010 \*Email: ACN School of Business Aligarh, UP (Approved by AICTE, New Delhi) By Pallavi Kulkarni Telephone: PGDM Apply NOW An exciting new course of engineering has been developed by NID (National Institute of Designing), Ahmadabad. The new post graduate course will incorporate \*Mobile engineering, design, management, science, liberal arts and information technology Specializations: Marketing as per the final report of NID, which is now ready. If all goes well after the final review **STREAMS OPEN** \*Citv next month, by various heads of institutions and professors, this course will be For all Graduates Scoring 50% Marks. adopted for post graduation. UK university distance learning Programme \*Age The course has been titled 'Post Graduate Programme in Product Design **Diploma in Management Studies** Engineering' and is termed as 'the most relevant curriculum in engineering in modern (International Accreditation) \*Educational world' by engineering professors and particularly by Mumbai IIT mechanical Qualification engineering department professor N Ramakrishna. A discussion on the proposed course took place at NID which was attended by many \*Educational professors and heads from renowned institutes, universities, private-government engineering colleges including IITs. DESIGNER Select Course \*Message Shashank Mehta, chairperson of IP&P (NID's Industry Programs and Projects) while explaining the aim for developing such course said that because of ever changing technology, life of the product in industries is shortened.

> "Therefore, the course will pay special attention to small and medium enterprises, which have provided little or no attention to the growing need for R&D and product

The report on the course states that, "...the advancement of information technology has influenced business significantly", so much so that "the intellectual as well other tangible resources are now sourced from across the world."

Another reason for induction of such course is due to the short life-cycle of products leading to lack of time available to develop a product, which means the erstwhile 'step-by-step process' will not be viable due to time crunch.

Mehta said.

"So far, there were separate managers for separate things but the new realities of production would mean there has to be someone who has a holistic idea to handle all the branches at one time."

The course would basically empower to find a way in which products are systematically developed rather than they evolved. This module was developed after looking at various universities abroad that offered such a course.

The course can be easily absorbed as a curriculum as the necessary facilities and expertise is abundant in all the 2000 AICTE recognised colleges, as per the report. Related Tags: National Institute of Designing, Post Graduate Programme in Product **Design Engineering** 



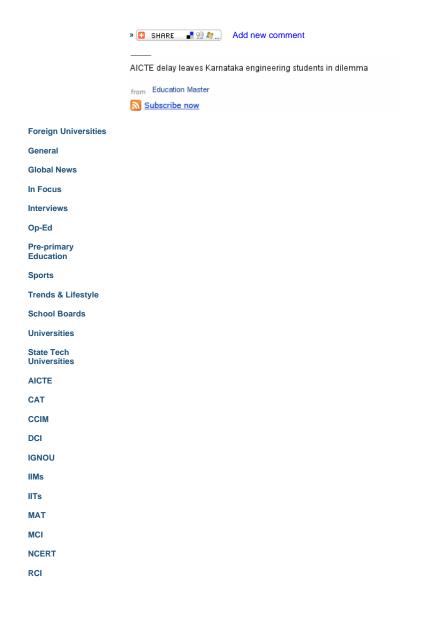


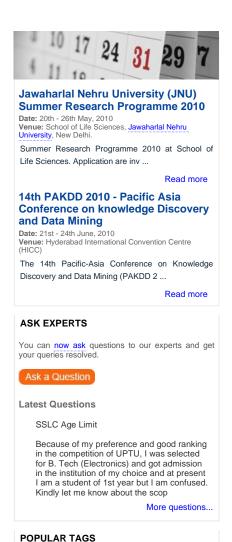
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