



## Workshop on “Design & Engineering and e-Manufacturing” by Tallinn University of Technology

### Background

Today’s engineering solutions need to be bundled with good design, service and flexible internet-based manufacturing concepts. This requires constant simultaneous mind-shifts as well as constructive teamwork skills in different phases of the product development process. This workshop provides basic knowledge and skills to design holistic solutions that work well in real life.

**The workshop will be held** in session of total 8 academic hours

### Learning outcomes

Upon successful completion of the workshop, the students can answer below questions:

- How changes in technology paradigms and economic landscape give rise to novel opportunities (IKEA, American Express, Amazon, iPad-iTunes joint solution etc.)
- How to identify, analyze and exploit these opportunities (value-centered approaches)
- How to design innovative products, services and business-models, to create sustainable competitive edge (how to offer more value for less waste)
- How to execute these plans while avoiding common mistakes (Segway)
- How to boost your creativity

### *Key topics of the workshop:*

- Changes in economic and technological landscape
- Case analysis (product, service, business-model and e-manufacturing innovations)
- Service development, business model development
- Creativity and Innovation Culture (different techniques to boost your creativity and team-working skills)
- More value for less waste- how to be wanted?

### Target audience

Students participating in this course would be at the final stage of their bachelor's programs or at the beginning of their master's studies.

Number of participants: **30 students** for optimal results. With the instructor’s consent more students can be accepted.

**Instructor** to be decided

### Special benefits for workshop participants

- Diploma upon completion of the workshop
- Application fee waive for those who apply for Tallinn Tech study programs: you save 50 euro for bachelor and 100 euro for master,
- Discount of 250 euro for English Language Preparatory Year,
- Discount of 15% for the Summer School: you save 370 euro if register before 1<sup>st</sup> of May or 385 euro if register after 1<sup>st</sup> of May,

- Discount of 20% for European Innovation Academy (EIA): you save 90 euro if register one course, and 158 and 210 euro if register two and three courses respectively.

\* 1 euro = ca 8,41 yuan (based on the [Bank of China exchange rate](#) on Feb 15, 2013)

**Contact information**

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