

TALK ON “INTRODUCTION TO TRIZ”

Organise by the Engineering Education Technical Division (E2TD), IEM
in collaboration with University Putra Malaysia (UPM)
BEM Approved CPD/PDP: 2 hours **Ref: IEM17/HQ/073/T**

Date : **08 March 2017 (Wednesday)**
Time : **2.00 p.m. – 4.00 p.m.**
Venue : **Seminar Room, Level 2, Faculty Of Engineering, University Putra Malaysia , Serdang, Selangor**
Address : Level 2, Faculty of Engineering, University Putra Malaysia, 43400 UPM Serdang, Selangor
Speaker : **Assoc. Prof. Dr. Yip Mum Wai**
DipTech (TARC), MSc (Warw), Eng.D (UTM)

SYNOPSIS

Solving Engineering Problem by Using Theory of Inventive Problem Solving (TRIZ)

Problem solving is an important skill much needed in the knowledge based economy. With competition becoming increasingly intense, problem solving is no longer a “nice-to-have” skill but a “must-have”. There is a way to learn PROBLEM SOLVING in a systematic approach. The approach is called TRIZ or Theory of Inventive Problem Solving. TRIZ is a Russian methodology discovered about 66 years ago but has remained a well-kept secret. This open-secret has finally reached you through the coming talk by showing you how TRIZ can solve the engineering problem.

SPEAKER BIODATA



Dr. Yip holds a Diploma in Materials Engineering and MSc in Manufacturing Systems Engineering from University of Warwick, United Kingdom. He was awarded an Engineering Doctorate in Engineering Business Management from Universiti Teknologi Malaysia.

Dr. Yip holds a position as Dean of Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College. He is a certified Train the Trainer of PBSM Malaysia, certified TRIZ Instructor, certified Knowledge Management Facilitator and Practitioner, Senior Member of International Association of Computer Science and Information (IACSIT), Senior Member of South Asia Institute of Science and Engineering (SAISE) and also a senior member of International Economics of Development Research Centre (IEDRC). Dr Yip has presented many papers in the field of engineering such as laser cladding, machining and as well as engineering management such as TRIZ, innovation management and knowledge management in many international conferences in Japan, Korea, China, Macau, Thailand, Malaysia, Indonesia and Brunei. He is also a reviewer, Editorial Board Member and conference chair and keynote speaker for many International Journals and International Conferences.

Ir. Assoc. Prof. Dr. Mandeep Singh
Chairman
Engineering Education Technical Division
Session 2016 / 2017

ANNOUNCEMENT TO NOTE

- **FREE OF CHARGE (FOC) for ALL**
- Limited seats are available on a “first come first served” basis (maximum 100 participants). **To secure your seat, kindly register online at www.myiem.org.my.**

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