



**New Product Development:  
How Engineers Can Use Project Management Methodologies to  
Accelerate Development with A Quality Mindset  
(Speaker: Mr. Then Nam Sing)**

by Ir. Dr Mui Kai Yin and Ir. Dr Lee Choo Yong



Ir. Dr Mui Kai Yin is currently the chairman in Electronic Engineering Technical Division (eETD).

Ir. Dr Lee Choo Yong is the past chairman in Electronic Engineering Technical Division (eETD).

The “Technical Talk” was organized by the Institution of Engineers, Malaysia (IEM) Electronic Engineering Technical Division (eETD) and IEM Penang Branch. Total 21 participants attended this evening’s talk.

The IEM eETD “Tech Talk” was started off with a warm welcome by IEM eETD Deputy Chairman cum IEM Penang Branch Invited Past Chairman Ir. Dr. Mui Kai Yin. He gave an overview (agenda) of the 2 hours talk, and introduced the speaker Mr. Then Nam Sing, followed by handing over the virtual talk stage to him.

Mr. Then started off the technical talk by thanking the organizer for giving him the opportunity to share his personal experience as an engineer on practicing project management in various business environments over the last 20 years.

He shared the fundamentals and real-life examples of the application of Project Management Methodologies using the PMI® Project Management Body of knowledge (PMBOK®Guide), namely the following 10 knowledge areas. His talk focuses on the following key points.

- 1 Project Integration Management
- 2 Scope Management
- 3 Schedule Management
- 4 Cost Management
- 5 Quality Management
- 6 Resource Management
- 7 Communications Management

- 8 Risk Management
- 9 Procurement Management
- 10 Stakeholder Management

Mr. Then gave an overview of the importance of Project Integration Management which helped coordinate the five process groups (initiating, planning, executing, monitoring & controlling, closing process group) with the other nine knowledge areas (Figure 1).

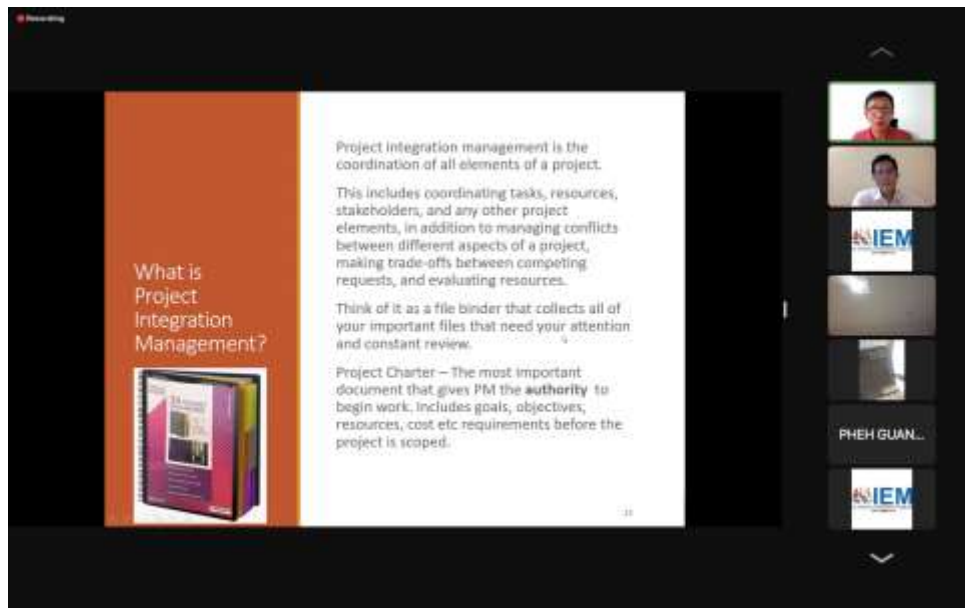


Figure 1: What is Project Integration Management.

Thereafter he continues to elaborate the nine knowledge areas on how he applied them in his real life industrial projects. He also shared how engineers can use project management methodologies to accelerate development with a quality mindset (for new product development projects).

During the talk, Mr. Then asked participants what challenges they typically faced in their project. Some responded that “stakeholder satisfaction”, “project compliance”, and “people resources (from contractor perspective in construction projects)” are some of factors bothering them (Figure 2).

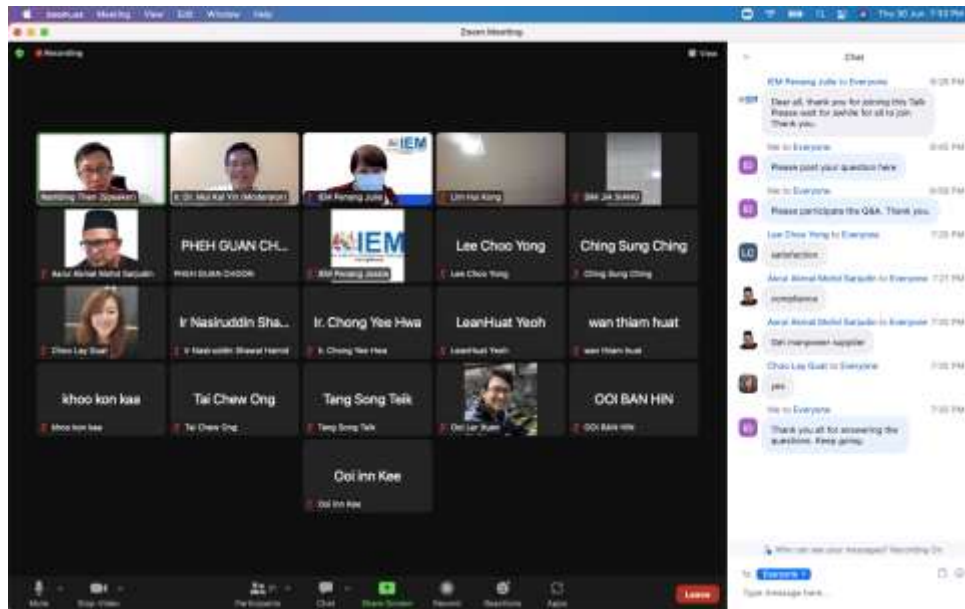


Figure 2: Question and answer session with participants.

With regard to “Ethics in Project Management” (Figure 3), Mr. Then also shared an incident where he worked as a Project Manager in China for a very urgent project to the customer. One of the components required a long lead time to deliver at that time. In order to speed up the delivery, one local agency offered their service to help expedite the delivery with a premium fee. Which was not expected by the organization. He discussed the scenario with the senior leadership team, and decided not to accept such wrong practices, and to avoid conflict of interest. Even though it delayed the customer order. He revealed the situation to the customer, and gained a good reputation and trust by the customer to continue offering business to the company.

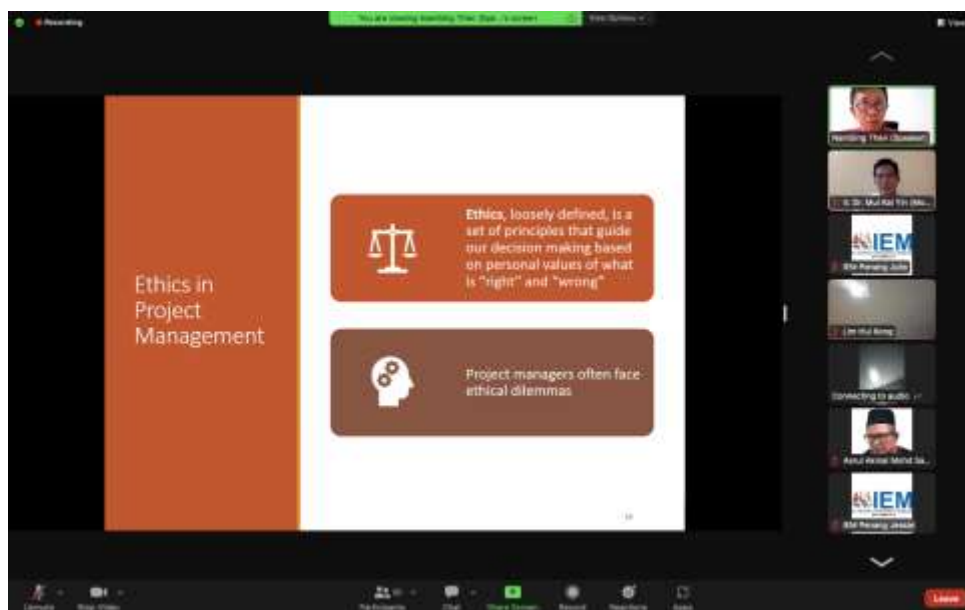


Figure 3: Ethics in Project Management.

There are many questions asked by participants. And most questions are answered by Mr. Then. Some asked about the future direction of Project Management. These are great inputs for aspiring project leaders, project managers to excel in the project management career path. It was a wonderful technical talk presented by Mr. Then. Many positive comments and feedback from attendees.

At closing remarks, Ir. Dr. Mui thanked Mr. Then for delivering such insightful and inspiring sharing. He also thanked IEM Secretariat staff (Ms Wendy & Ms Julie), IEM Penang YES, for their outstanding support toward the event. On behalf of the IEM eETD, Ir. Dr. Mui presented the certificate of appreciation to the speaker Mr. Then for his valuable sharing. Refer to Figure 4.



Figure 4: Certificate of Appreciation to Mr. Then.