

# VIRTUAL 2 DAY COURSE ON

# “PROJECT MANAGEMENT FOR NEW PRODUCT DEVELOPMENT (NPD)”

ORGANISED BY :  
PROJECT MANAGEMENT TECHNICAL DIVISION

BEM APPROVED CPD: 13

REF NO: IEM23/HQ/291/C (w)

SPEAKER :  
ASSOC. PROF DR ABD RAHMAN ABDUL RAHIM



**31 October & 1 November 2023**

*(rescheduled from 15 - 16 August & 24-25 October 2023)*

**TUESDAY & WEDNESDAY**

**9.00AM - 5.00PM**

**CLOSING DATE : 20 OCTOBER 2023**

	<b>ONLINE</b> (Log-in for registration & payment: <a href="http://www.myiem.org.my/member/login.aspx">www.myiem.org.my/member/login.aspx</a> )	<b>NORMAL FEE (RM)</b> (By fax & email) Payment by cash, credit card and bank-in
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IEM Graduate Member	250.00	300.00
IEM Corporate Member	400.00	450.00
Non-IEM Member	960.00	1020.00

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# SYNOPSIS

Businesses focus on designing new products and selling these products to customers. The company's goal with creating new products involves two parts. The first part consists of finding a product that customers want to pay for; only products that customers purchase produce revenue for the business. The second part consists of beating competitors to market. The first company to offer a product generates the greatest number of repeat customers. Product development is a series of steps that includes the conceptualisation, design, development and marketing of newly created or newly rebranded goods or services.

The objective of product development is to cultivate, maintain and increase a company's market share by satisfying a consumer demand. Not every product will appeal to every customer or client base, so defining the target market for a product is a critical component that must take place early in the product development process. The process of creating a new product involves nearly every department in the organisation. Many companies create a new product development team. The team includes representatives from the purchasing department, research and development, the production area, accounting and marketing. Quantitative market research should be conducted at all phases of the design process, including before the product or service is conceived, while the product is being designed and after the product has been launched.

This course will cover topics on systems engineering, configuration management, quality by design, new product development (NPD), quality function deployment (QFD), failure mode and effect analysis (FMEA) as well as design failure.

## OBJECTIVE

Upon completion of the course, participants will be able to:

1. Describe the processes involve in new product development
2. Determine the right techniques and tools to use in NPD
3. Develop NPD plan for the company

# COURSE OUTLINE

## Day One

Time	Content
08:45 – 09:00	Registration
09:00 – 10:30	Project and Systems Engineering
10:30 – 10:45	Refreshments
10:45 – 11:45	Configuration Management
11:45 – 13:00	Identifying market segment and targets
13:00 – 14:00	Lunch
14:00 – 15:30	Introducing new market offering
15:30 – 15:45	Refreshment
15:45 – 17:00	Persona

## Day Two

Time	Content
08:45 – 09:00	Registration
09:00 – 10:30	Value proposition
10:30 – 10:45	Refreshment
10:45 – 11:45	New Product Development (NPD)
11:45 – 13:00	NPD and Lifecycle
13:00 – 14:00	Lunch
14:00 – 15:30	Quality by Design
15:30 – 15:45	Refreshment
15:45 – 17:00	NPD Project Management

### **Cancellation Policy**

No cancellation will be accepted prior to the date of the event. However, replacement or substitute may be made at any time with 7 days prior notification and substitute will be charged according to membership status.

### **Personal Data Protection Act**

I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal data as set out in the said notice.

# SPEAKER'S PROFILE

**Dr. Abd Rahman Abdul Rahim** is an Associate Professor at Razak Faculty of Technology and Informatics, UTM Kuala Lumpur. He is also an associate lecturer at Meiji University, Tokyo, Japan. Prior to joining UTM he has worked with two multi-national corporations in the area of manufacturing. He graduated with a B.Sc. in Mechanical Engineering and B.Sc. in Engineering Management from University of Evansville USA in 1988. He obtained his MSc in Manufacturing Systems Engineering from Warwick University in 1991 and his PhD from Universiti Teknologi Malaysia in 2006. He also received a Certificate in Occupational Safety and Health in Manufacturing Industries from Worksafe Western Australia in 1998.

He has conducted training with various multi-national and local companies throughout Malaysia in the area of Operations and Production Management, Occupational Safety and Health, Emergency Response Plan, 5-S and Housekeeping, Project Management, Total Productive Maintenance, Poka Yoke, Quality Improvement, Statistical Process Control, ISO 14000, ISO 9000, HACCP, GMP, Production Planning and Control and Method and Time Study. He is also an invited speaker at Federation of Malaysian Manufacturers (FMM), National Institute of Occupational Safety and Health (NIOSH), Malaysian Institute of Human Resource Management (MIHRM), Incorporated Society of Planters, (ISP), ALAM, International Business School (IBS), Chemical Engineering Pilot Plant (CEPP), and Business and Advanced Technology Center (BATC), Institut Pembangunan Pengurusan Johor (IPPJ), Prestariang and Pusat Pembangunan Tenaga Industri Johor (Puspatri). He has also conducted training for Sudan Master Technology (SMT) in Khartoum in 2014. He was also an examiner and interviewer for Safety and Health Officer competency certificate (NIOSH).

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## **REGISTRATION FORM**

**VIRTUAL 2 DAY COURSE ON  
PROJECT MANAGEMENT FOR NEW PRODUCT DEVELOPMENT (NPD)  
15 & 16 August 2023 (Tuesday & Wednesday)  
Closing Date : 11 August 2023**

No	Name(s)	Email	Membership No.	Grade	Fee (RM)
SUB TOTAL					
+ 6% SST					
TOTAL PAYABLE					

### **PAYMENT DETAILS :**

☐ Cash RM\_\_\_\_\_

☐ Cheque no. \_\_\_\_\_ for the amount of RM\_\_\_\_\_ (non-refundable) .

**FULL PAYMENT must be settled before commencement of the course**, otherwise participants will not be allowed to enter the hall. If a place is reserved and the intended participant fails to attend the course, the fee is to be settled in full. If the participant failed to attend the course, the fee paid is non refundable. The Registration Fee includes lecture notes, refreshment and lunch.

For **ONLINE REGISTRATIONS**, please note that payment **MUST** be made **BEFORE the closing date**. If payment is not received within the stipulated time, the registration fee will be reverted to the normal registration fee.

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address : \_\_\_\_\_

Telephone No. : \_\_\_\_\_ (O) \_\_\_\_\_ (Fax No.)

\_\_\_\_\_ (H) \_\_\_\_\_ (HP)

Email : \_\_\_\_\_

\_\_\_\_\_  
Signature & Stamp

\_\_\_\_\_  
Date