

VIRTUAL 2 DAY COURSE ON “CUSTOMER CENTERED NEW PRODUCT DEVELOPMENT (NPD)”

Date : 28 - 29 Oct 2026 (Wednesday - Thursday)

Time : 9.30 am - 12.30 pm

Platform: Zoom

BEM APPROVED CPD: Applying
REF NO : Applying

EXECUTIVE SUMMARY

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 organization. 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.



Speaker :

**Prof. Dr. Abd Rahman
Bin Abdul Rahim**

Dr. Abdul Rahman Abdul Rahim is currently a professor in Mechanical Engineering at Nusa Putra University, Sukabumi, West Java, Indonesia. He was a former Associate Professor and Head of Engineering Department, UTM Razak School of Engineering and Advanced Technology, UTM Kuala Lumpur. He was an associate lecturer at Meiji University Japan from 2011 to 2023 teaching Supply Chain Management at the Graduate School of Business Administration.

He was a committee member of Project Management Technical Division, Task Force Member on Dengue Prevention and Library Committee Member, Institute of Engineers Malaysia. He was also a Quality Committee member with Board of Engineers, Malaysia

COURSE SCHEDULE & OUTLINE

TIME	PROGRAMME - DAY 1	TIME	PROGRAMME - DAY 2
09.00 am - 09.10 am	Course Brief	09.00 am - 09.10 am	Review of Day 1 Program
09.10 am - 10.45 am	Introduction to Project Management	09.10 am - 10.45 am	New Product Development
10.45 am - 11.00 am	Morning Tea Break	10.45 am - 11.00 am	Morning Tea Break
11.00 am -12.00 pm	Systems Engineering	11.00 am -12.00 pm	Quality Function Deployment
12.00pm - 01.00pm	Innovation and Technology	12.00pm - 01.00pm	Kansei Engineering
01.00pm - 02.00pm	Lunch	01.00pm - 02.00pm	Lunch
02:00 pm – 03:30 pm	Concurrent Engineering	02:00 pm – 03:30 pm	Function Analysis
03:30 pm – 03:45 pm	Refreshments	03:30 pm – 03:45 pm	Refreshments
03:45 pm – 05:00 pm	New Product Development and Product Life Cycle	03:45 pm – 05:00 pm	Anthropometry and Product Design

REGISTRATION FORM

VIRTUAL 2 DAY COURSE ON “CUSTOMER CENTERED NEW PRODUCT DEVELOPMENT (NPD)”
28 - 29 Oct 2026 (Wednesday) Closing Date : 26 Oct 2026

REGISTRATION FEE'S (subject to 8% SST)

	ONLINE FEE (Via IEM Portal)	NORMAL FEE (Via Quotation & Invoice)
IEM Student Members	125.00	240.00
IEM Graduate Members	250.00	300.00
IEM Corporate Members	400.00	450.00
Non-IEM Members (Non of the Above	960.00	1020.00

NAME	MEMBERSHIP NO. / GRADE	FEES (RM)
Sub Total:		
SST Added 8% :		
Total Amount Payable :		

Organisation :

Contact Person :

Position:

Billing Address:

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Company Registration No : **Tax Identification (TIN no) :**

Contact Details: Office No:

Email Address:

Date Submitted :