



**National Institute of Technology Meghalaya**  
An Institute of National Importance

**CURRICULUM**

Programme	<b>Bachelor of Technology in Mechanical Engineering</b>	Year of Regulation	<b>2018</b>
Department	<b>Mechanical Engineering</b>	Semester	<b>IV</b>

Course Code	Course Name	Credit Structure					Marks Distribution			
		L	T	P	C	INT	MID	END	Total	
<b>ME 272</b>	<b>Product Design and Development</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>50</b>	<b>50</b>	<b>100</b>	<b>200</b>	
Course Objectives	To understand the basic structure of Product Design, Product Development Process and Explain the techniques uses in product design and development.	Course Outcomes	CO1	Interpret basic structure of Product Design , Product Development Process and Scope of Product Development .(Understanding)						
			CO2	Explain the techniques of Product Function, Product Teardown And Experimentation (Understanding)						
	CO3		Apply the knowledge of Benchmarking, Establishing Engineering Specifications and Product Architecture in product design(Application)							
	CO4		Apply the knowledge of Brainstorming, Directed Search, Morphological Analysis and Concept Variants for concept selection and embodiment. (Application)							
	CO5		Analysis of Product Metrics and life cycle assessment.(Analysis)							
	CO6		Justify the use of physical prototype in line with design for robustness.(Evaluation)							
	To develop ability for analysing the life cycle assessment and Justify physical prototype in line with design for robustness.									

No.	COs	Mapping with Program Outcomes (POs)												Mapping with PSOs		
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	CO1	0	1	1	1	0	2	2	1	2	2	2	1			
2	CO2	0	0	1	2	0	0	2	0	2	2	2	2			
3	CO3	0	0	0	2	2	3	3	0	3	3	3	3			
4	CO4	0	0	0	0	0	2	2	0	3	3	3	3			
5	CO5	0	0	0	0	0	2	3	3	3	3	3	3			
6	CO6	1	2	2	2	2	2	3	3	3	3	3	3			

**SYLLABUS**

No.	Content	Hours	COs
I	<b>introduction to Product Design , Product Development Process Tools and Scope of Product Development:</b> An introduction to Product Design, Modern Product Development, Example of Product Development Processes, Theories and Methodologies in Design , Product Development Teams, Product Development Planning, Determining What to Develop, Basic Method: Mission Statement and Technical questioning	<b>05</b>	<b>CO1</b>
II	<b>Understanding Customer Needs, Establishing Product Function, Product Teardown And Experimentation:</b> Customer Satisfaction, Gathering Customer Needs, Organizing and Prioritizing Customer Needs, Why Functional Decomposition?, Modelling Process, A Simple Approach : Function Trees, Function Structure, Augmentation: From Simple Function Trees to Complete Models, Tear down Process, Tear down Methods.	<b>05</b>	<b>CO2</b>
III	<b>Benchmarking, Establishing Engineering Specifications and Product Architecture:</b> Background: Know Your Enemy to Know Yourself, A Bench-marking Approach, Support Tools for the Bench-marking Process, Setting Product Specification, Product Architectures	<b>05</b>	<b>CO3</b>
IV	<b>Generating Concepts, Concept Selection, Concept Embodiment:</b> Concept Generating Process, Basic Methods: Information Gathering and Brainstorming, Estimating Technical Feasibility, A Concept Selection Process, Pugh Concept Selection Charts,	<b>04</b>	<b>CO4</b>
V	<b>Modelling Of Product Metrics, Design For Manufacture And Assembly, Design For The Environment,</b> Introduction: Model Selection by Performance Specification, Mathematical Modelling versus Physical Prototyping, Prototyping Essentials, Types of Prototypes, Uses of Prototypes, Rapid Prototyping Technique,	<b>05</b>	<b>CO5</b> <b>CO6</b>
Total Hours		<b>24</b>	

**Essential Readings**

1. Kevin N. Otto, Kristin L. Wood, "Product Design: Techniques in Reverse Engineering and New Product Development" , Pearson Education India; 1 edition, January 2003
2. Karl Ulrich and Steven Eppinger, "Product Design and Development" 5th Edition, July 2017