



Tuesday, January 14, 2003

OU to offer management program

Oakland University soon will offer the Product Life Cycle Management Program to address the essentials of effective product management, from the initial stages of product conception through full production.

Professionals in engineering, marketing, manufacturing, quality, finance and purchasing who are responsible for product life cycle management activities will learn cross-functional and lean concepts for immediate application.

"This unique program provides cutting-edge education for professionals who are dealing with the challenges of management in today's business environment," said John C. Gardner, dean of the School of Business Administration.

Experienced practitioners and guest lecturers will lead each of the five three-day workshops with readings, lectures, exercises, cases and active practice. Course topics include managing integrated product development, collaborative supply chain integration, program risk management, effective team management and practice, and operations management. The courses will be offered as stand alones or toward a certification of completion if participants complete the series.

"Most universities haven't adequately addressed the inter-disciplinary and management requirements for effectively developing new products and getting them through the entire product life cycle. We see this as an unmet need and intend to fill the void with our new Product Life Cycle Management Program," said Peter Van Hull, faculty director of Oakland University's Product Life Cycle Management Program. "The SAE (Society of Automotive Engineers) is a natural partner to help us make the program more widely available to practicing automotive engineers." The SAE International endorses the Product Life Cycle Management Program as complementary to their technical training and course offerings.

The SAE and Oakland University entered into a partnership whereby SAE lists the Product Life Cycle Management Program in its learning catalog and on its Web site. Oakland University will offer SAE members a tuition discount on each course.

"This Product Life Cycle Management Program was put together with solid industry support and advice. It is right on target in terms of the skill set necessary for a product manager to be successful. It only made sense to team up with a reputable educational institution like OU to make this program available for our members," said Kevin Perry, SAE's manager of professional development.

The Product Life Management Program courses begin in February at Oakland University. For more information or to enroll, call (248) 370-3128 or e-mail sba-ce@oakland.edu.

SUMMARY

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