

Systems Engineering Approach to Platform-based Manufacturing and Innovation

Professors Olivier de Weck and Timothy W. Simpson



Monday, November 9	Tuesday, November 10	Wednesday, November 11	Thursday, November 12	Friday, November 13
East Arcade 1 Main Street	East Arcade 1 Main Street	33-116 125 Mass Ave		East Arcade 1 Main Street
8:15 meet in hotel lobby		8:15 meet in hotel lobby		
8:30-9:00 Registration & continental breakfast	8:30-9:00 Continental breakfast	8:30-9:00 Continental breakfast	8:30 am meet in lobby and walk to Given Lounge (35-520)	8:30-9:00 Continental breakfast
1. Course Overview	Day 1 Recap & Day 2 overview	Day 2 Recap & Day 3 Overview	Lecture on 3D printing Given Lounge (35-520) - 127 Mass Ave 9:00-9:45 J. Hart	Day 4 Recap & Day 5 Overview
	9:00-9:30 <i>Simpson</i>	9:00-9:30 <i>de Weck</i>	Tours of MakerWorks 9:45-10:15	9:00-9:30 <i>Simpson</i>
	4. Product Architecting	7. Platform Maps and Metrics	10:15 AM Shuttle picks up at building 35	13. Platforming Software & Srvs
9:00-10:30 <i>de Weck, Simpson</i>	9:30-10:30 <i>de Weck</i>	9:30-10:30 <i>Simpson</i>		9:30-10:30 <i>Simpson</i>
10:30-11:00 Break	10:30-11:00 Break	10:30-11:00 Break	10:30 - 11:30 FormLabs tour 35 Medford Street, Somerville	10:30-11:00 Break
2. Platform Fundamentals	4. Product Architecting (continued)	8. Commonality	11:30 Shuttle picks up at FormLabs, drops off at Marriott (50 Broadway)	14. Product Dissection Presentations
11:00-12:00 <i>Simpson</i>	11:00-12:00 <i>de Weck</i>	11:00-12:00 <i>Simpson</i>		11:00-12:00 <i>Simpson, de Weck</i>
12:00-1:00pm Lunch	12:00-1:00pm Lunch	12:00-1:00pm Lunch	12:30-1:00pm Bag lunch @ East Arcade	12:00-1:00pm Lunch
L1. Lego Game - 1	L2. Lego Game - 2	L3. Lego Game - 3	Day 3 Recap and Day 4 Overview	15. Platform Books & Resources
			Location: East Arcade 1:00-1:30 pm <i>Simpson</i>	
1:00-2:30 pm <i>de Weck</i>	1:00-2:30 pm <i>de Weck</i>	1:00-2:30 pm <i>de Weck</i>	11. Platform Strategy & Flexibility	
			1:30-2:30 pm <i>de Weck</i>	1:00-2:30 pm <i>de Weck, Simpson</i>
Break 2:30-3:00 pm	Break 2:30-3:00 pm	Break 2:30-3:00 pm	Break 2:30-3:00 pm	Break 2:30-3:00 pm
3. Interactive Product Dissection-1 & Day 1 wrap-up	5. Modularity	9. Product Platform Architecting	12. Two-sided Markets & Platforms	Industry Panel & Final Discussion
3:00-4:30 pm <i>Simpson</i>	3:00-4:00 pm <i>de Weck</i>	3:00-4:00 pm <i>Simpson</i>	3:00-4:00 pm <i>de Weck</i>	3:00-4:00 pm <i>de Weck, Simpson</i>
4:30 pm Participants drop off materials at hotel	6. Interactive Product Dissection-2 & Day 2 wrap-up	10. Interactive Product Dissection - 3 & Day 3 wrap-up	L4. Lego Game - 4 & Day 4 Wrap Up	
5:00 pm meet in hotel lobby	4:00-5:00 pm <i>Simpson</i>	4:00-5:00 pm <i>de Weck</i>	4:00-5:00 pm <i>de Weck</i>	
Innovation Walking Tour Joost Bonsen (Wear comfortable shoes)	5:00 pm Participants drop off materials at hotel	6:15 pm Meet in hotel lobby - Shuttle will pick up at 50 Broadway entrance	5:45 pm meet in lobby and walk to 10-340	
	Alternative ways of Seeing	Legends of the Court: TD BankNorth Garden 100 Legends Way, Boston	Celebration Reception Emma Rogers Room 10-340	
5:00-6:30 pm	5:15-7:00 pm	7:30 - 10:00 pm	6:00-8:00 pm	

Updated: 11/3/15

