Programme Educational Objectives (PEOs):

The postgraduate programme on Product Design and Commerce equips the students with knowledge and skills to meet the needs of the industry with the present market conditions wherein time compression and mass customization are the priorities. The advent of internet technologies and information technology created an impact on business in general. Keeping this trend in focus, the objectives of this postgraduate program are articulated and are listed below:

1. To prepare students for understanding the impact of Information and Communication Technologies (ICT) in product design and provide skills to leverage the power of ICT for collaborative product design.
2. To impart skills to use the principles of product design incorporating the knowledge of reverse engineering, rapid prototyping, cost aspects, materials, engineering design and manufacturing.
3. To inculcate the philosophy of concurrent engineering using the concepts of Product Lifecycle Management while developing complex products.
4. To foster research orientation among the students in the field of Product Design.
5. To provide a learning environment that will impart communication skills, social responsibility, desire for lifelong learning and excellence.

Programme Outcomes (POs):

The Programme Outcomes describe the attributes, skills, and abilities that students should have upon completion of this Programme and are listed below:

a) Postgraduates will understand the engineering and commercial aspects of the product throughout its lifecycle and their impact on society.

b) Postgraduates will be capable of assessing the feasibility of developing a new product from technical, financial and social respective.

c) Postgraduates will develop work flows to work in concurrent engineering environment to expedite product development process.

d) Postgraduates can work through the various cost/benefit tradeoff in various design and manufacturing phases and come up with valid solutions.

e) Postgraduates will improve quality in product design by being able to practice design for reliability, manufacturability and maintainability.
f) Postgraduates will understand and implement ergonomic principles to improve product design.
g) Postgraduates will understand the platform of object oriented computing and able to generate codes/programs for business process automation and data transfer.
h) Postgraduates will demonstrate capabilities in developing complex and higher geometry curves and surfaces used in product design.
i) Postgraduates will have the knowledge of reverse engineering, rapid prototyping and various engineering materials for Product Design.
j) Postgraduates will be able to use the principles of Computer Aided Engineering and relevant software for simulations.
k) Postgraduates will be equipped with the knowledge to become entrepreneurs.
l) Postgraduates will be groomed in their areas of interest and will demonstrate abilities to communicate their research outcomes.
m) Postgraduates can pursue their careers with OEMs in supporting new product development activities and in the area of Research and Development.

Correlation between the POs and the PEOs:

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