

Product Platform and Product Family Design: From Strategy to Implementation

July 31-August 4, 2017

Lead instructors: Olivier de Weck, Timothy Simpson, Bruce Cameron

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30am		Day 1 Recap and Day 2 Overview <i>Simpson</i>	Day 2 Recap and Day 3 Overview <i>Cameron</i>	Day 3 Recap and Day 4 Overview <i>Simpson</i>	Day 4 Recap and Day 5 Overview <i>Cameron</i>
9:00am	0. Course Overview <i>Simpson</i>	4. Architecting <i>Cameron</i>	7. Platform Maps and Metrics <i>Simpson</i>	11. Managing Platforms <i>Cameron</i>	14. Platforming Software and Services <i>de Weck</i>
10:30am	Morning Break	Morning Break	Morning Break	Morning Break	Morning Break
11:00am	1. Platform Fundamentals <i>Simpson</i>	4. Architecting Exercise - Sailplane	8. Commonality Indices <i>Simpson</i>	12. Management Case <i>Cameron</i>	15. Product Dissection <i>Participants</i>
Noon	Lunch	Lunch	Lunch	Lunch	Lunch
1:00pm	L1. Lego Game – 1	L2. Lego Game - 2	L3. Lego Game - 3	L4. Lego Game - 4	16. Platform Flexibility <i>de Weck</i>
2:30pm	2. Interactive Product Dissection 1 <i>Simpson</i>	5. Decomposition and Modularity <i>Cameron</i>	9. Product Platform Architecting <i>Simpson</i>	Afternoon Break	Afternoon Break
3:00pm	3. Platforming Benefits <i>Cameron</i>	6. Interactive Product Dissection 2 <i>Cameron</i>	10. Interactive Product Dissection 3 <i>Simpson</i>	13. Two-sided Markets & Platforms <i>Cameron</i>	17. Course Summary
4:30pm		Industry Panel		Final Preparations Product Dissection	18. Certificates
5:00pm	Day 1 Wrap-Up	Day 2 Wrap-Up	Day 3 Wrap-Up	Day 4 Wrap-Up	Day 5 Wrap-Up
Evening		Class Dinner			