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SAEINDIA membership for
non-member participants

Special discount on Group
Booking (minimum 5 attendees
for same session 10% Discount)

TOPTECH

Engineering Design Process

Two Days Workshops by SAEISS Experts

Trainer:

Mr. S. Shanmugam

Managing Director, Design Desk (India) Pvt Ltd

Mr. S. Selvamani

Engineering Director, Application Engineering Centre,
WABCO INDIA LTD (retd)

Venue:

SAEINDIA Southern Section

Block-1, Modules 29 & 30, SIDCO Electronic Complex
Thiru-Vi-Ka Industrial Estate, Guindy, Chennai-600032

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Mobile: +91-90430 01718

E-mail Id: toptech@saeiss.org Website: www.saeiss.org

SAEINDIA
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SOUTHERN SECTION

Course Content

Day 1

- Workshop - Part 1
- Science, technology and Engineering
- Linkage
 - Workshop - Part 2
- Knowledge building

Day 2

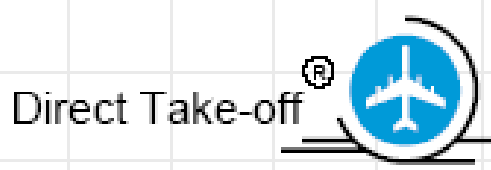
- Workshop – Part 3
- Design Process
- Discussions
- Real life applications

About the Course

This 2 day Engineering design process is a hands-on workshop, which teaches design process intuitively.

This program comes from SAE INDIA Southern Section, in its most successful format.

“A program filled with fun and learning”



Theory
Case Examples
Application Tools
Hands-on



Instant
Start-up

Benefits of attending the Course

In depth understanding of:

The difference and linkage among

Science, Technology, Engineering and Design

Various types of prototyping and testing

Design of Experiments

Quality Function Deployment

Experience Directory and FMEA

Product Platforms

Need for proper documentation

Learning Objective

- The objective of this program is to enable the participants to understand the engineering design process and its elements, different levels of involvement and cooperation between OEMs, Tier – 1 suppliers, component suppliers and engineering service providers

Course prerequisites

Participant should have an undergraduate degree engineering degree or equivalent experience / knowledge

Who should attend?

This workshop is practicing engineers and managers involved in design and development of products in automotive industry & designed to assist individuals in various industries including. Companies' senior executives, engineering managers and engineers will find the course relevant and informative.

Course Date & Time

Engineering Design Process	06th & 07th February 2015
Start: 9:00 am to 5:00 pm	

Facilities provided during course

- Networking Tea/Snacks
- Networking Lunch
- Delegate Kits

How to enroll

Fee Structure (Two days)

Non-Member	INR 13000/-	Last date of Registration 30 th January 2015
Member	INR 10000/-	
Faculty Advisor	INR 4000/-	
Registration fee for three days		

- Admissions would be on first come first serve basis and will be strictly through enrolment Procedure
- Limited seats per batch
- Special discount to Teaching Faculty advisor
- Special discount on group booking (minimum 5 attendees for same session- 10% Discount)

Pay course fee through DD/Cheque or Transfer to our account

Name of the account holder: SAEINDIA Southern Section Toptech

Account No. : 32506111653

Bank Name : State Bank of India

Branch Name : Kottur, Chennai

IFSC Code : SBIN0001669

Enrollment Procedure

- Send us following details to toptech@saeiss.org for registration
- Registration form enclosed or [Click Here](#)

Course Instructor

Mr. S. Shanmugam / Managing Director Design Desk (India) Pvt Ltd

Mr.S.Shanmugam is currently the managing director of Design Desk (India) Private Limited, a 21 year old Small and Medium enterprise based in Chennai. DDI has completed 3200 projects for 100+ customers in automotive, medical devices, power, process and offshore industry segments. He has been a technical instructor, engineer, consultant and researcher in Reverse engineering for more than 22 years. Mr Shanmugam taught at IRTT Erode and Dr. MGR University, Chennai. He is currently a visiting faculty in AU FRG centre for CAD/CAM of Anna University for their ME Product Design Course. He has received much recognition from various industries for his work on Reverse engineering. Mr.Shanmugam presented lectures at numerous seminars and conferences. Active with professional societies, he is on the management committee of SAEINDIA Southern section as its secretary for 2013-2015term. Mr.Shanmugam has a B.E. automobile engineering from Institute of Road and Transport Technology, Erode, a M.E. automobile engineering from Madras Institute of Technology , Chennai.

Mr. S. Selvamani

Engineering Director, Application Engineering Centre, WABCO INDIA LTD

Mr. S Selvamani did his post graduate degree in Design of Innovative Products in Cranfield Institute of Technology, UK. He has more than 37 years of Research and Development experience in the automotive field. He is the one of the few engineers who were trained by Dr. Genichi Taguchi and he has involved himself in more than 100 DOE exercises at various stages of research, design and development.

About SAEINDIA Southern Section

SAEINDIA Southern Section is a premier society that serves the cause of mobility engineering. It is a unique society that includes professional engineers who serve different OEMS and Suppliers, academia as well as budding engineers (students) who aspire to be part of the professionally attractive field of mobility engineers. We believe that Mobility Engineering is a knowledge rich field and that learning and sharing can be fun and rewarding. To this end, SAEISS organises several events throughout the year, runs programmes that enrich and engage and conducts lectures and symposia. It is a part of SAEINDIA.

SAEINDIA is a Premier Professional society that serves the Mobility Engineering Community engaged in the design, manufacture and service of self-propelled vehicles and systems that move in land, sea, air and space. It is an affiliate society of SAE International which is head quartered in USA and has a glorious record of over 100 years of service to the mobility community. SAEINDIA works closely with other fraternal societies such as Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers of India (ACMA) and American Society of Engineers of Indian Origin (ASEI) for spreading knowledge and relevant information to a wider cross section of the Indian community. It is also a member of International Federation of Automotive Engineering Societies (FISITA)

www.saeiss.org

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Further pls contact:

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SAEINDIA Southern Section

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