

ENGINEERING PROJECT MANAGEMENT FOR THE GLOBAL HIGH TECHNOLOGY INDUSTRY BY SAMMY SHINA



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About the Author

Sammy G. Shina, Ph.D., P.E., is a Professor of Mechanical Engineering and former Director of the Electronics Manufacturing Laboratory at the University of Massachusetts-Lowell. He is an international consultant, trainer, and seminar provider on project management, Six Sigma applications, technology supply chains, collaborative engineering, product design and development, and electronics manufacturing and automation, and has also worked extensively as an expert witness on issues of patent infringements of electronic products and systems. Dr. Shina spent more than 20 years developing new products and state-of-the-art manufacturing technologies for several technology companies, including Hewlett Packard and RCA. He received S.B. degrees in electrical engineering and industrial management from MIT, a S.M. degree in computer science from WPI, and a Sc.D. degree in mechanical engineering from Tufts University.

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PROVEN STRATEGIES FOR SUCCESSFULLY MANAGING HIGH-TECH ENGINEERING PROJECTS

Engineering Project Management for the Global High-Technology Industry describes how to effectively implement a wide array of project management tools and techniques and covers comprehensive details on the entire product development lifecycle. Technology management--from research to advanced development to adoption in new products--is explained with examples of organizational structure and required timelines.

This practical guide discusses key topics such as creating a business plan, performing economic analysis, leveraging internal resources and the supply chain, planning project development, controlling projects, tracking progress, managing risk, and reporting to management. Skills essential to the successful project manager, including communication, leadership, and teamwork, are also addressed. Real-world case studies from top global technology companies illustrate the concepts presented in the book.

COVERAGE INCLUDES:

- Project lifecycle and development of engineering project management tools and techniques
 - Product stages and project management structures for developing them
 - Project inception: benchmarking, IP, and voice of the customer (VoC)
 - VoC case study
 - Project justification and engineering economic analysis
 - Make or buy: subcontracting and managing the supply chain
 - Engineering project planning and execution
 - Project phases, control, risk analysis, and team leadership
 - Project monitoring and control case study
 - Engineering project communications
 - Engineering project and product costing
 - Building and managing teams
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Most helpful customer reviews

4 of 4 people found the following review helpful.

Well Rounded Project Management Reference for Global Environment

By Dennis Gagne

This book pulls together critical elements of Engineering Project Management that go well beyond just tools and techniques generally associated with project management. There is considerable effort made to draw distinctions between industries that can afford longer development cycles with more captive manufacturing versus many of today's high tech industries where time to market is critical and a company's supply chain may be highly integrated into the development cycle. The author does a great job discussing those differences and how those differences influence the product development cycle with the use of real world case studies. I particularly appreciated the author dedicating chapters to topics around organizational behavior topics, communication, and leadership. These topics represent a significant challenge to a project manager trying to organize across a global organization where Engineering and manufacturing resources are spread out globally. I am a manager in global high tech organization and I highly recommend the book as a well-rounded project management reference.

3 of 3 people found the following review helpful.

Great real-world cases studies, global market tools, and all-purpose PM reference

By Fernando

As a manager of an engineer group in pharmaceutical company, I highly recommend this book. The author provided practical real-world cases studies, events, and activities that emphasize the importance of communication, risk assessment, cost and teamwork in managing engineering projects. The book covers developmental components and managing tools essential to successfully execute projects in today's worldwide market. The book is well-organized and condenses a lot of good information under 500 pages, wisely balancing the details of a technical textbook and light reading of a quick reference guide. The chapter on communications is an added bonus that describes skills, tools, and methods that are essential for the planning and execution of a project, usually overlooked when dealing with interdisciplinary and multicultural global teams. The book is aimed to help new and experienced program managers.

2 of 2 people found the following review helpful.

Project Management Comprehensive Guide

By Hoke Bullard

Overall I enjoyed this book. I found it imminently readable and filled with relevant material. The author has addressed, explained, and demonstrated the latest tools and techniques, and he has directly addressed typical project pitfalls. Whether one is engaged in product development or any large scale project the methods are critical and current.

The book is well organized, and the topics are grouped in clear logical categories. The book begins with the historical perspective detailing the changes and developments that have happened over the last 40 years. With this background the author begins to explore and explain the individual tools. This structure is helpful

in the initial reading and is critical when used as reference book. Thus it can be readily used as a “how to book”, and covers all topics from project initiation through completion are covered.

In addition there is a good use of case studies which not only show the implementation of the tools and also show the comprehensive nature of the project and the project manager’s role.

Key helpful points are:

1. A strong Bibliography provides additional reference material.
2. Full list and explanation of Project tools (management and engineering)
3. Clear and concise review of relevant financial models
4. Team dynamics
 - a. Organization and team make up
 - b. Conflict resolution
 - c. Communication
 - d. Building and managing teams
5. The reality of working with and partnering with subcontractors
6. Global product development
7. Risk identification and mitigation
8. Strong emphasis on application and the reality of the work place
 - a. Case studies
 - b. Real world problems
9. Identifying the “land mines”
10. Resource Planning and Process Mapping
11. Latest tools and techniques

While it is difficult to identify anything that the author has missed, the details needed for a novice to execute the techniques are missing. This is clearly a factor of the books length (400+ pages). Yet there are strong bibliographies to point the reader to supplemental resources.

The author presents and explains the project management fundamentals and covers the full scope of challenges facing the PM. Overall a solid, up to date educational and reference resource.

See all 8 customer reviews...

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