Abstract:

Management of development demands for focused decisions considering all major impacts onto the process. However, different activities in product development often remain with little structure. Common management sciences propose management models to compensate this shortcoming. Yet, they remain very abstract and are often too generic to serve as a means of orientation in a particular business. In cooperation with industry, a management model for the automotive design process was developed. The goal was to permit the consideration of challenges in the global context and handling them more effectively by sensitizing the manager for the most relevant aspects. For this, a framework to establish a strategy and to execute it were integrated.

Stichworte:

orientation for design management tasks; design process; success factors; strategy; vehicle safety

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Marjanovic, D

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