

Proposition sujet de mémoire 2014 - 2015
MASTER Recherche 2^{ème} année
Management, Innovation, Technologie
spécialité « Génie industriel »

Project Leader Role, Aptitude and Skills during New Product
Development in Small and Medium Enterprise (SME)

During New Product Development project, Morgan & Liker highlight the main role of Chief Engineer (CE) in order to comply with key performance indicators such as time to market, product quality or target product cost [1]. This role is well adapted to Global Firms and huge project involving tens or hundreds of engineers.


In small and medium enterprises (SME), the situation is quite different knowing that each project leader is often in charge of several new product developments in parallel. The reduced number of human resources, the over booked supporting functions such as procurement or industrialization are generating obstacles to reach main project targets. The objective of the proposed master thesis is to identify the key factors of success in term of organization, project leader profile and project leader role.

The student will have access to 3 industrial partners which were recently interviewed on best practices during new product development [2].

[1] Morgan, J.M. and J.K. Liker, The Toyota Product Development System: Integrating People Process and Technology. 2006: Productivity press.

[2] Pierre Lavayssière, Rapport audit Lean chez Petzl, Poma et Sames, Avril 2014.

Parcours fortement conseillé : Product Development

Responsable(s) :	Pierre Chévrier  06 71 49 21 48 Mel pierre.chevrier@grenoble-inp.fr
Laboratoire :	GSCOP team CC
Entreprise :	Internship will use the survey which has been performed with 3 small and medium size companies (Pierre Lavayssière PHD with Petzl, Poma and Sames)