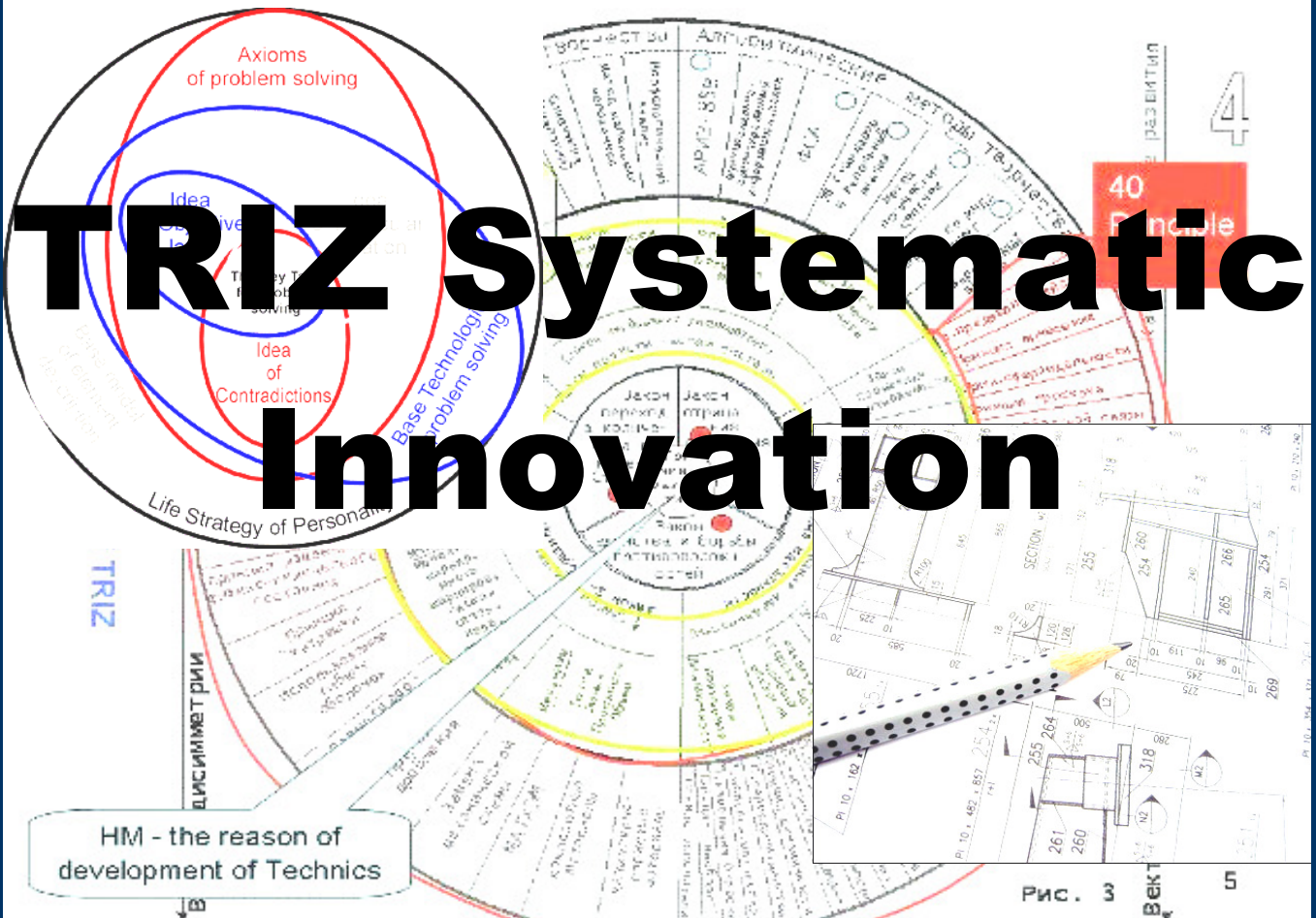


2-day course on

HRDF CLAIMABLE*

Subject to HRDF Approval



Who Should Attend...

Engineers, Researchers, Managers and Directors involved in research or product, process and technology development. Project Managers, Knowledge Managers, Operations Managers and Manufacturing Supervisors.

Organised by:



(Wholly-owned by Universiti Sains Malaysia (Co. No.: 473883-H))

In collaboration with



Venue:

Kompleks Eureka, Universiti Sains Malaysia, Penang.

Date:

4 & 5 August 2010

Presenter:

Mr. Andy Papademetriou

INTRODUCTION

This two-day workshop will teach participants the fundamentals of TRIZ- possibly the most powerful methodology for developing innovative solutions to problems. Participants will learn TRIZ methods and tools and receive hands-on experience in solving various real-life complex product and process development problems taken from various engineering disciplines.

TRIZ (Theory of Inventive Problem Solving) can provide a company the essential competitive edge by:

- Timely and efficiently resolving design and production problems;
- Reducing product and process development cycles;
- Enabling you to anticipate product trends and be ahead of the competition;
- Participants are encouraged to bring their unsolved problems to class to be used as case studies.

COURSE OBJECTIVES

- Correctly define complex problems;
- Replace trade-offs with innovative solutions satisfying all conflicting requirements;
- Reduce time and money required to solve technical problems;
- Generates simple, elegant and creative breakthrough solutions;
- Overcome psychological barriers;
- Develop a bank of intellectual property that can be strategically leveraged;
- Create a comprehensive vision of future possibilities;
- Make the right decisions more effectively, quickly and easily;
- Define strategic directions for investment;
- Predict competitors' developments;
- Simplify a system;
- Provide objective evaluation of technical alternatives;
- Organize, improve and greatly expedite the process of conceptual design.

REGISTRATION FEE

FEE PER PERSON: RM1,200 per participant

EARLY BIRD DISCOUNT (register before 4 July 2010) & GROUP DISCOUNTS (group minimum of 3 participants from the same organisation) – RM1,080 per participant

POSTGRADUATE STUDENTS – RM700.00 per participant

ENQUIRIES

Technical Details:

ANDY PAPADEMETRIOU

Tel: 019-498-3056

andyp@myinventus.com / andypapad@yahoo.com

Registration and others:

KHAIROL ANUAR HAZIR MOHAMMED

USAINS Holding Sdn Bhd

04-653 4372 / 012-286 9048

khairol@usainsgroup.com / khairol_usains@yahoo.com

ACCOMMODATION

USM Guest House

Universiti Sains Malaysia,

11800 Minden, Penang.

Tel: 04-653 2030 / 04-653 2050

Fax: 04-659 7124

E-mail: guesthouse@usainsgroup.com

<http://www.usainsgroup.com/guesthouse.html>

Hotel Vistana

213, Jalan Bukit Gambir, Bukit Jambul,

11950 Penang.

Tel: 04-646 8000

Fax: 04-646 1400

Email: vispgweb@ytlhotels.com.my

http://www.vistanahotels.com/vpg_main.php

COURSE CO-ORDINATOR



Andy has over 25 years of experience leading business functions including Research and Development, Manufacturing Operations and Business Management. His career includes Motorola as Director of Product Development and Business Director, Information Resources of Chicago as Senior VP of Program Management and Quality, and Watermark of Arcata California as VP of Product Development, where he has introduced a multitude of innovative consumer and commercial products. Several have received product of the year awards.

Andy has practiced developed and taught innovation and creativity methods and has managed the implementation of many start-to-finish change initiatives involving large multidisciplinary teams at several companies.

Andy holds Engineering and Business degrees from the Polytechnic University of New York and the University of Chicago. He has completed doctoral level work in the field of Business Management & Decision Sciences.

CERTIFICATION

Upon successful completion of this workshop participants receive a White Belt certificate. Submission within six months of a case study using the TRIZ methodology and Tools is awarded a Yellow Belt certificate.

Subsequent attendance of the advanced TRIZ workshop and two case studies within 1 year using the TRIZ methodology and Tools is awarded a Green Belt certificate.

TRIZ SYSTEMATIC INNOVATION COURSE

PROGRAM SCHEDULE

DAY 1 :

Defining The Situation – From perceived problem to problem definition, Why Innovate

Big Picture Overview – TRIZ Foundations, Defining Innovation, The whole picture, 'Someone somewhere already solved a problem like yours', The Pillars of Systematic Innovation and Improvement.

Function Analysis – Identifying interactions between parts of the system, Understanding the problem area, using the analysis to identify conflicts and opportunities for improvement.

Psychological Inertia – Barriers to Innovation, The elegant solution.

Space-Time Interface – Identifying the system environment.

Ideal Final Result – Identifying the ideal outcome, Defining the ideal solution process, Barriers in achieving the ideal outcome, Self--XX.

Team exercises and case studies

DAY 2 :

Generating Breakthrough Solutions – TRIZ solution generation tools

Contradiction Elimination – Trade-Off and Optimization trap, the 40 known strategies for breakthrough solutions.

Trends of Evolution – The trends of business and technical system evolution. Design around competitive IP, Advanced inventing.

Resources – Identifying and exploiting the untapped resources in any system, Finding the available resources within the system.

Perceptions and False Givens – Become aware of biases, Challenging our own and assumptions of others, Decision making.

Putting it all together – A complete start-to-finish innovation process, Concepts to take away. Open Forum & Q&A.

Team exercises and case studies

REGISTER NOW !

TRIZ SYSTEMATIC INNOVATION COURSE

Contact: Khairol Anuar at 04-653 4372 / 012-286 9048 / email: khairol@usainsgroup.com or khairol_usains@yahoo.com

Fax or send registration form to : **USAINS Holding Sdn. Bhd.**, Ground Floor, Kompleks EUREKA, Universiti Sains Malaysia, 11800 Minden, PENANG. Fax : 04-657 2210

Please register the following name/names: (Please use separate sheet, if required)

Item	Participants Name (Please print clearly or attach business card)	Position & Email
*1.		
2.		
3.		
4.		
5.		
Industry Sector:		
Company:		
Address:		
Postcode:		
*Primary Person:		*Mobile Phone:
*Telephone No.:	*Fax No.	*E-mail:

Mode of Payment

		Number	Bank	No. of Participants:	
I enclose	<input type="checkbox"/>	Crossed Cheque		Early Birds:	
	<input type="checkbox"/>	Bank Draft		Group Discount:	
	<input type="checkbox"/>	Money Order			
	<input type="checkbox"/>	LO/PO		Total Sum:	RM
Payment must be made payable to 'USAINS Holding Sdn. Bhd.'					

1. **Bank Transfer** [Please fax your Bank-in Slip (Print your name & details on the slip)].

Payee Name: **USAINS Holding Sdn. Bhd.**
Details: **TRIZ SYSTEMATIC INNOVATION COURSE**
Name of Bank: **CIMB Bank Berhad (USM Branch), Universiti Sains Malaysia, 11800 Minden, Penang.**
Account Number: **0709-0006708-05-7**

2. A **Local Order (LO)** or **Purchase Order (PO)** must be presented before the event.

The Organizer reserves the right to refrain a registered participant from taking part in the event if no proof of payment can be presented. This only applies to registered participants who have NOT paid the registration fee PRIOR to the event date.

Cancellation / Substitution

A full refund less administration fee of RM50.00 will be given for cancellation received not later than 5 days before the course. No refund will be made after this period. However, substitute participants are welcomed at no extra charge provided written notice of at **least 5 days** before the event is given to the Organizer.

Disclaimer

The Organizer reserves the right to reschedule or cancel any part of its published programme or venue due to unforeseen circumstances and will not accept liability for costs incurred by participants or their organizations for the cancellation of travel arrangements and/or accommodation reservations as a result of the course being cancelled or postponed. Advance notice will be given if there is such changes or cancellation.