<table>
<thead>
<tr>
<th>Course ID</th>
<th>B+W0038w</th>
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<tbody>
<tr>
<td>Lecturer</td>
<td>Florian Schneider (Visiting lecturer)</td>
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<tr>
<td>Study Program</td>
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<tr>
<td>Level</td>
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<tr>
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<tr>
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<td>2 Credit Hours / 3 ECTS</td>
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<td>Exam</td>
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<td>Requirements</td>
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<td>Max Participants</td>
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### Contents

- Learn about the management-strategy of Harley-Davidson and John Deere and why this strategy is not only suitable for global players but also for thousands of SMEs world wide producing highly customized products.
  - QRM as an alternative to traditional methods of corporate management for manufacturing companies operating in “high-mix / low-volume” environments
  - the switch from “mass-production” to “mass-customization”
  - “It’s about Time” - Why time is a critical success factor
  - Introduction of the Manufacturing Critical-path Time (MCT)
  - MCT mapping vs. Value Stream Mapping
  - Department vs. QRM-cell: What’s the difference?
  - POLCA: the alternative to KANBAN for MTO manufacturers
  - System Dynamics: Why spare capacity is important
  - QRM, LEAN SIX SIGMA: How do these strategies fit together?

### Learning Objectives / Skills

- Students learn about the special requirements for companies producing „high-mix / low-volume“ products and customer-specific solutions. The key is to understand why those companies use different methods and tools to organize compared to traditional „mass-production“ companies. Learn practical methods & tools to achieve competitive advantage with short lead-times and high flexibility. More Info: http://qrm.engr.wisc.edu

### Literature

- Provided in class / optional:
  - ISBN: 978-1439805954