This exercise provides an opportunity for you to experience first hand the advantages and disadvantages of working with and without Concurrent Engineering.

Each of you will be randomly assigned to work within one of the following “departments”:

1. Marketing
2. Engineering
3. Manufacturing
4. Accounting
5. Purchasing/Inventory Control
6. Suppliers
7. Customers

Your responsibilities are specified on the slip of paper you receive when assigned to your group.

If your paper has “CE” in the upper right corner, then you will be asked to join a CE team during the exercise that will work independently of the others. Meanwhile, everyone else can only interact with others in your department and other departments as outlined on your slip of paper.

The exercise begins when I give Customers and Marketing the Product Development Goal.

**INTRO TO CE (AFTER CLASS)**

**Assignment**
Since we will be pressed for time in class, I want each of you to write a 2-3 page essay (1” margins, 12 pt. font, double-spaced) after class, discussing what you learned and experienced during this exercise. First, identify which department you worked for and whether or not you were part of the CE team. In your essay, you may wish to comment on the interactions within and between departments, the efficiency of the product development process, the effectiveness of your department or group, the quality of the finished product, and anything else that you feel is relevant to your learning and experience during this exercise.

**Due date:** Wed., Sept. 6, 2000 to be handed in at the beginning of class.