A brief description of the overall purpose of this Knowledge Area Module

The structure of this specialized KAM follows the typical Walden trilogy of breadth, depth, and application, each requiring demonstration of a different type of competency leading to a broad-based and integrated knowledge in the subject matter of the KAM concerned. As the title of this module suggests, the focus here is on demonstration of critical competencies about what it must take to make engineering products and processes competitive in the global market. The requirements for the three KAM components are further explained in the following paragraphs.

Breadth

This section requires a 30 page essay discussing and debating the theoretical, strategic, technical, and organizational policy prerogatives that may be required at the enterprise level to innovate and manufacture globally competitive products and processes, or upgrade the existing “merchandise” to meet world-class standards.

Depth

Collaborative engineering management has become the hallmark, as well as a necessity, to maintain the competitive advantage in the global economy where an ever-increasing number of vendors are vying for more or less the same markets around the world. The depth in this KAM requires demonstration of research-based knowledge on what the experts, scholars, and practitioners are saying about the problems and prospects of collaborative engineering management in the context of a globalizing economic and business world. This assignment can be completed through an annotated bibliography of at least 15 recently published articles dealing with global product and process competition, in addition to a 25-page essay highlighting the current research and thinking on the above issues.

Application

Similar to the application requirements in other KAMS you may have completed, this section can be completed by developing a 20-25 page hands on practical program or guidebook as an aid to controlling the cost and time to innovate, develop, and market a new product or process. Alternatively, you may
decide to critically examine the lifecycle of an actual product from R&D, innovation, to marketing and point out where and how both cost and time could have been minimized throughout the entire process.

**Note:** Please try to clearly demarcate the demonstrations as explained above for each component in order to avoid redundancy between breadth, depth, and application, at the same time that you construct the entire KAM as an integrated document on the subject matter discussed. The document must correspond to the Walden approved APA form and style manual, along with appropriate table of contents and references separately for each section.

**Startup references**

