Manufacturing in the Global Economy

COMM4311 / MAE6592 / STS3500

Spring Semester 2018

Business cases:

- The rise of Embraer
- Boeing 787 entry into service
- Aircraft industries from:
  - Japan
  - China
  - Mexico
- Boeing vs Bombardier dispute

Themes:

- Is manufacturing is important?
- Management of innovation
- Industry entry barriers
- Role of government at the technological edge

Field trip to Rolls-Royce Crosspointe and Commonwealth Center for Advanced Manufacturing

Visiting Lecturer: Dean C Roberts PhD,
Market Analysis Executive, Rolls-Royce North America
(Author: *Entering the Civil Aircraft Industry: Business Realities at the technological edge*)
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Find out more, including syllabus, past student comments and overview MP3 by lecturer: http://deancroberts.com/uva/

McIntire School of Commerce

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