

Product and Industrial Engineering



KEF LSX speakers



Recyko charge 10 ultra-fast charger

When you listen to music on speakers or use an ultra-fast charger at home, have you ever thought what types of engineers have contributed to the development of the aforesaid products? They are product engineers and industrial engineers. One of our graduates in the Product and Industrial Engineering (PIE) programme has managed the whole product development cycle, including product design, market research and analysis, manufacture and quality control of products and product testing, so as to ensure product quality, production efficiency and meeting the final market launch schedule. What's more, further effort has been made to develop strategies in escalating the customer satisfaction.

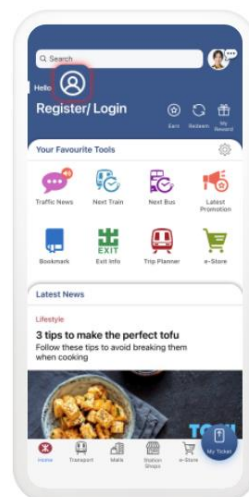
Logistics and Enterprise Engineering

The BSc (Hons) Scheme in Logistics and Enterprise Engineering aims to enhance business competitiveness and operations efficiency by using advanced technologies, e.g., Internet of Things (IoT), Artificial Intelligence (AI), autonomous and automation, information systems, etc.

As an example, let us look at how the MTR Corporation uses various technologies to enhance their operations efficiency and competitiveness. Recently, MTR provided more diversity for payment methods by accepting payment using the QR code service, bringing more convenience and options to passengers. Moreover, they have launched MTR Mobile to announce the latest traffic information, help passengers to decide on the most convenient route, and promote activities in their shopping malls and e-stores. This mobile application provides rich information to passengers for better planning of their journey.



QR code payment service



MTR Mobile

In fact, there are many enterprises also using a wide range of technologies to enhance their operations efficiency and competitiveness, e.g. banking, last-mile delivery service, retailing, restaurants, cinemas, etc. Please look around and find them. Shoot a photo or a short video, send it to us and join in this competition.