

New product development, innovation

[Design](#)



You will also acquire knowledge pertaining to product planning in companies of varying sizes and product categories in order to strengthen and implement the firm's strategic plan. Integrated into this segment is the development of new products suitable for the market. You will learn how to set up and manage the development process in order to avoid the most common errors. In many ways, the course is designed to help you direct and manage the process of creating opportunities that can contribute to the growth of a business, perhaps yours or your employer's.

Our goal is to understand the primary ingredients of a change-oriented, product development and management decision system. This will involve developing skills for handling both qualitative and quantitative data, providing leadership to product development activities, and increasing functional communications. Our goal is to develop a thorough understanding of the new product development process. Case Studies, current articles and YouTube materials to be used supplement class lectures.

Additional References: The following books may be consulted as additional references - several focus on course. 1 . PDA Handbook of New Product Development, Milton D. Rousseau et. Al, ed. Wiley 2. Crossing the Chasm, Inside the Tornado, The Gorilla Game, all by Geoffrey Moore, Harper Business. 3. Entrepreneurs in High Technology, Edward Roberts, Oxford. 4. Product Design and Development, Karl Lurch and Steven Peeing, McGraw Hill 5. The Sources of Innovation, Eric von Hippie, Oxford

COURSE GRADING:
Your Course Grade Is Built from Four Categories: 1 .

The emphasis will be on the development and refinement of the new product concept plus the team dynamics to get there. The course provides the foundations necessary for developing marketing plans; you will be part of a team that will have to generate a new product to compete in the marketplace. This year the emphasis will be on the next personal digital device. Notebook PC, Tablet and or Smart phone} Description of Class Team Project/Group Organization a. Teams will be selected to represent various current market players i. Apple ii. Samsung iii. Microsoft iv. Dell v. Brand new player b. Teams will have to assess current Company strategy, technological emphasis and define their current specific value proposition. Teams will then build a new product strategy and development plan for the "next best thing". This will consist of three "phases" to be discussed and presented.