

NEW PRODUCT DEVELOPMENT

Course code	<i>GRAI014</i>
Course title	<i>New Product Development</i>
Type of course	<i>Compulsory</i>
Stage of study	<i>Graduate</i>
Year of study	<i>1st</i>
Semester	<i>2nd</i>
Number of credits	6 ECTS; 32 hours of class work, 128 hours of self-study, 2 hours consultation
Lecturer	<i>Prof. dr. Suzanne Conner</i>
Prerequisites	<i>Undergraduate diploma</i>
Form of studies	<i>Full time</i>
Language of instruction	<i>English</i>

Aim of the course

This course is designed to provide knowledge of the new product development process. This course surveys issues related to opportunity selection, concept generation, and project evaluation, among others, from the marketing perspective. We will recognize in this course that there is no exact process that guarantees a new product's success however, we will learn the tools that will help guide a new product development team leader an upper hand in evaluating the situation they are presented with. This course is designed to provide an understanding of the new product development process and tools that can be used, build critical thinking skills by applying this information in a course project, develop teamwork, problem solving, as well as written and oral communication skills.

Learning Outcomes of the Course

On completion of this course successful students will:

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Critically evaluate a new product development environment, and its importance to a firm.	Lecture, discussions, case analysis, independent studies	Examination, Course project (Individual and Group), participation
CLO2. Be able to apply a new product development process and tools.	Lecture, discussions, case analysis, independent studies, course project	Examination, Course project (Individual and Group), participation
CLO3. Obtain the skills to develop and analyze a new product offering.	Lecture, discussions, case analysis, independent studies, course project	Examination, Course project (Individual and Group), participation
CLO4. Identify and evaluate information related to the new product development steps.	Lecture, discussions, case analysis, independent studies, course project	Examination, Course project (Individual and Group), participation
CLO5. Develop critical thinking ability and problem-solving skills through experiential learning.	Lecture, case analysis, course project	Examination, Course project (Individual and Group), participation
CLO6. Strengthen creative and writing skills by experiencing the new product development process.	Lecture, course project, written report	Course project (Individual and Group), participation
CLO7. To communicate and to work effectively in an interdisciplinary group	Discussions, case analysis, course project	Course project (Individual and Group), participation

Quality Assurance Issues

Interactive teaching methods, interim knowledge assessment and self-evaluation, case study, seminars, and whole class discussions, individual and group work assignment will be employed to enhance the quality of studies.

Course Content

Date	Topic	Contact hours		Readings
		Theory	Practice	
May 28	<u>Exam I</u> – given at the beginning of class over readings from Chapters 1-4, please see assignment section for more details.		2	18:00-19:00
May 28	Read and study the first 4 chapters of the book before coming to class. Introductions and Course Review Chapters 1-3 review of important material Group selection	2	1	19:00-21:00 Chapters 1-3
May 29	Creativity, Customer Problems, & Concept Generation – Discussion and Group Work <u>Presentation</u> - Product Concept Idea	4	2	16:00-21:00 Chapter 4 Chapters 5-7
May 30	Concept Evaluation & Testing – Discussion and Group Work Read and Study Chapters 6, 8, 10, and 12	4	2	16:00-21:00 Chapters 8-9
June 4	The Full Screen – Discussion and Group Work <u>Presentation</u> – Concept Testing and Full Screen Results Sales Forecasting & Financial Analysis - Discussion and Group Work	2	1	18:00-21:00 Chapters 10 - 11
June 5	Product Protocol - Discussion and Group Work Design - Discussion and Group Work Product Use Testing - - Discussion and Group Work	4	2	16:00-21:00 Chapters 12-15
June 6	Strategic Launch Planning – Discussion & Group Work Implementation of the Strategic Plan – Discussion & Group Work Market Testing, Launch Management & Public Policy Issues – Discussion & Group Work <u>Presentation</u> – Launch Planning & Implementation of the Strategic Plan	4	2	16:00-21:00 Chapters 16-20
June 12	<u>Final Exam</u> – Chapters 10, 12, 13, 16, and 17			12:30-14:00
Total	<u>Complete Written Project Due</u> - must be uploaded on e-learning p	20	12	

Self Study and Assessment

Type of assignment	Hours	Evaluation, %
Exam 1	40	20
Final Exam	40	20
Presentations	10	20
Group Project	40	40
Total	130	100

EXAM 1 (20%)

Exam will cover textbook material from Chapters 1 – 4. For chapter 3, you only need to study through page 79. **This exam will be given on May 28 at 18:00 on e-learning platform.** Questions will be multiple choice and/or short answer/essay. Exam 1 will count for 20% of the final grade.

FINAL EXAM (20%)

Exam will cover textbook material from chapters 10, 12, 13, 16, and 17. Questions will be multiple choice and/or short answer/essay. Exam will take place **June 12**. The final exam will count for 20% of the final grade.

PRESENTATIONS (20%)

The presentations given in class will allow students to get feedback on their project at the current stage. All team members must participate in the presentations and must be delivered in a professional manner. Please make sure you direct your presentation to all members of the audience, not just the instructor.

GROUP PROJECT (40%)

The project for this course will involve developing a new product from concept creation through the launch. The details of will be given in the first class. Projects will be assigned grades based on the complete project as well as each member's contribution to the team. Complete written projects need to be uploaded on e-learning platform on **June 20 by 18:00**.

RE-TAKE

Students who receive a failing final grade shall have the right to re-take the exam during the re-sit week, which will comprise 40 per cent of the final grade. Presentations and Written Project cannot be retaken at a later time.

Class Participation

Class attendance and participation is expected in discussions and all activities.

Class conduct/behavior

You are expected to always act in a professional manner during this course. This includes paying attention, being respectful of others, and playing an active role in the discussions and group work. Failure to do so may result in you being asked to leave the class.

Late work

Late work will not be accepted under any circumstance.

Course textbook

All the material will not be covered in detail during the course meetings but will provide a basis for discussion. In the exams, the content of all textbook material, as specified in the Assignments and Evaluation section, can be tested.

Required Readings

Crawford, C.M. and Di Benedetto, C.A. (2015). New Product Management 11th Edition. McGraw-Hill Education.