

Department: Business Administration		Program: MBA	
Course Name	New Product Development	Course Code	BUS 634
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

- This course revolves around the managerial challenges with respect to new product development phases like idea generation, introduction, product commercialization, and even deletion. The course will equip students with the ability to make managerial decisions at each phase.

Course Objectives

After completion of this course the student will be able to:

- Recite the basis of product development strategy.
- Recognize the various stages of the product life cycle.
- Apply knowledge of product management to identify the major reasons of product failures despite huge investment upfront and a very good product.
- D how to develop, screen and test new product ideas.
- Compare and contrast alternative solutions to business problems.
- Evaluate the role of a product manager at different stages of new product development.
- Discuss when and how to delete a product.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of New Product Development
- Apply the concepts, principles, and theories in New Product Development
- Demonstrate written communication skills in New Product Development
- Have oral communication skills in New Product Development
- Have skills of using computer applications in New Product Development
- Have scientific research skills in the field of New Product Development
- Have the skills of critical thinking and analysis in the fields of New Product Development
- Have the skills in strategic thinking and finding solutions in New Product Development
- Believe, and practice sustainability in New Product Development
- Have the skills of leadership, teamwork, and decision making in New Product Development
- Have the ability to distinguish between ethical issues in New Product Development
- Have the competence of social responsibility in the fields of New Product Development
- Have the competence to deal with cultural diversity in New Product Development

Course Topics

- The product life cycle in theory and practice
- Importance of nature and management of the new product development process
- New product strategy
- Idea management for new product development
- Screening new product ideas

<ul style="list-style-type: none"> ➤ Concept development and testing: Case discussion ➤ Business analysis, cannibalization ➤ Multivariate statistical tools for business analysis ➤ Commercialization ➤ Managing growth ➤ Managing the mature product ➤ Controlling the product line: An overview of the deletion process ➤ Reaching the decision to delete a product and implementing deletion 			
Text Book			
<ul style="list-style-type: none"> ➤ Baker, M. and Hart, S. (2007) Product Strategy and Management. 4th edition. Essex, UK, Pearson. 			
Additional References			
<ul style="list-style-type: none"> ➤ Crawford, M. C. and Di Benedetto, C. A. (2020) New Product management. 12th edition, McGraw Hill International. 			
Online Resources			
<ul style="list-style-type: none"> ➤ https://hbr.org/2011/04/why-most-product-launches-fail ➤ https://hbr.org/2009/09/inside-ciscos-search-for-the-next-big-idea 			
Course Outline			
Week	Hours	Topics	Remarks
1	3	Introduction to the course: Why major product development fails, Competition and product strategy	
2	3	The Product life cycle in theory and practice: Changing role of product managers	
3	3	Buyer behavior, Importance of nature and management of the new product development process	
4	3	New product strategy	
5	3	Idea management for new product development	
6	3	Screening new product ideas	
7	3	Concept development and testing: Case discussion	
8	3	Midterm Exam	
9	3	Business analysis, Cannibalization	
10	3	Multivariate statistical tools for business analysis	
11	3	Commercialization: Test marketing, Product launch (Case discussion on BMWZZ3 launch)	
12	3	Managing growth	
13	3	Managing the mature product	
14	3	Controlling the product line: An overview of the deletion process	
15	3	Reaching the decision to delete a product and implementing deletion	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	