

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

NEW PRODUCT DEVELOPMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
NEW PRODUCT DEVELOPMENT	BUS3212153	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Business Simulations				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Burcu İNCİ				
Name of Lecturer(s)	Assist.Prof. Burcu İNCİ				
Assistant(s)	ASSIST. PROF. BURCU İNCİ				
Aim	New technologies are transforming markets, businesses and society at an ever-increasing rate. Businesses need somehow to manage their way through this new terrain. Given that virtually all firms are established to generate funds for their owners, one of the fundamental issues for them to address is how to transform technology into profits. So this course will introduce and explore the concept of innovation and turn our attention to knowledge and technology. Also, this course addresses the most important part for the business: making money from the developed technology by developing products and services that people want to buy. It reviews and summarizes the nature and techniques of new product development. It looks at the process of developing new products and examines many of the new product management issues faced by companies.				
Course Content	This course contains; General course overview and introduction,Innovation management: an introduction,Managing intellectual property,Managing organizational knowledge,Strategic alliances and networks,Research and development,Open innovation and technology transfer,Business models,Business models,Market adoption and technology diffusion,New product development,Market research and its influence on new product development,Managing the new product development process,Team Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1 Students will be able to learn and interpret the basic principles of new product, service and processes.			16, 9	A	
1.1 Explain the concept and scope of new product, service and processes.					
1.2 Know the new product, process and service development terminology.					
1.3 Interpret the basic concepts of new product, service and process development.					
2 Students will be able to make evaluations on new product, service and process development.			16, 9	A	
2.1 Makes assessment on market and competition.					
2.2 Identifies market potential and risks.					
2.3 Assesses and selects the appropriate business model.					
3 Students will be able to explain design issues.			16, 9	A	
3.1 Explain concept development and positioning					
3.2 Discuss the design.					
4 Students will be able to develop market entry strategies.			16, 9	A	
4.1 Learn about creating a new brands in the market.					
4.2 Can command customer development processes.					
5 The student will be able to carry out pricing processes.			16, 9	A	
5.1 Knowledgeable about the costing and pricing.					
5.2 Learn about commanding minimum viable product.					
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	General course overview and introduction				
2	Innovation management: an introduction	Chapter 1			
3	Managing intellectual property	Chapter 6			
4	Managing organizational knowledge	Chapter 7			
5	Strategic alliances and networks	Chapter 8			
6	Research and development	Chapter 9			
7	Open innovation and technology transfer	Chapter 10			
8	Business models	Chapter 11			
9	Business models	Chapter 11			
10	Market adoption and technology diffusion	Chapter 12			
11	New product development	Chapter 13			
12	Market research and its influence on new product development	Chapter 14			
13	Managing the new product development process	Chapter 15			
14	Team Presentations				
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources

Paul Trott, Innovation Management and New Product Development, Seventh edition, 2021 Pearson
Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success (Ellis, Sean, Brown).

Ulrich, K. and Eppinger, S.; Product Design and Development; McGraw Hill