

Business Administration

Course Number:

BUAD 415

Course Title:

NEW PRODUCT DEVELOPMENT

Professors

| Name | Phone number | Office | Email |
|-------------|---------------------|---------------|--|
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Learning Outcomes

Upon completion of this course students will be able to

- complete a review of the current state-of-the-art for a new product.
- gather competitive intelligence using the internet.
- complete a proof-of-concept analysis.
- complete a cost-benefit analysis.
- develop a prototype and pre-production strategy.
- develop a commercialization strategy.
- prepare a comprehensive strategic plan for a new product.
- practise management consulting skills in new product development.

Course Objectives

This course will cover the following content:

See weekly schedule

Evaluation Procedure

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|--------------------------------------|------|
| New Product Development Term Project | 35% |
| Exercises and Cases | 30% |
| Mid-term Exam* | 25% |
| Class Participation | 10% |
| Total | 100% |

Notes

*Students must receive 50% on the Mid-term exam to pass the course.

New Product Development Term Project (35% of grade)

You will work in teams. The team will complete term project throughout the course. Details of each are posted on Moodle under the Assignments icon. The timing for each part of the term project is recorded on the course outline.

Mid-term Exam (25% of grade)

During the term there will be a mid-term exam (20 marks). There is no final exam because of the time required to develop the new product development project, which is the major project for the course. The exam will test your comprehension of new product development concepts, and your application of critical thinking and problem-solving skills to 'real-life' situations. You must achieve 50% grade on the exam to pass the course.

Exercises and Cases (30% of grade)

During the term you will complete and submit two (2) team exercises (worth 10 marks) and prepare four (4) case analysis (worth 20 marks) for discussion in class. The 2 exercises demonstrate your understanding of the proof-of-concept process and the role of intellectual property (IP) in new product development. Details for each exercise are posted on Moodle under the Assignments icon. The 4 cases deal with "real-life" situations and demonstrate your understanding of the challenges facing new product managers at various stages of the new product development process. Details for the case submissions are posted on Moodle under the Assignments icon. Throughout the term, your peers and professor will be assessing your contribution to in-class discussions of exercises and case assignments. These assessments will influence your exercise/case grades.

Class Participation (10% of grade)

Your participation mark is based on the quality and consistenc4 -0 0 11u1iTj EMC ET /P <</MCID 8*[

Course Schedule (con't)

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| Feb 28 | Midterm examination – 3 hours | |
| Mar 7 | Commercialization – Part 1 - The technology transfer option Part 4: Prototype and preproduction strategy due | <ul style="list-style-type: none"> • Note on International Licensing (case package) • NPD website – Stage 4 |
| Mar 14 | Commercialization – Part 2 - The “Build” option - The Acquisition/Strategic Alliance option Computer Lab Exercise Technology transfer case study | <ul style="list-style-type: none"> • NPD website • Technology transfer case study: Licensing of ApoEp1.B Peptide Technology |
| Mar 21 | | |

