

**Course Profile**  
**Department of Management / Management Program**

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Course Number : <b>MAN342</b>	Course Title : <b>New Product Development</b>
Required / Elective : <b>Required</b>	Pre / Co-requisites : -
Catalog Description: The concepts of creativity and new product, a detailed analysis of alternative new product strategies, introducing a feasible new product development process, step-by-step analysis, project study.	Textbook / Required Material : <u>Title:</u> New Products Management, 8 <sup>th</sup> Edition, 2006. <u>Authors:</u> Merle Crawford & Anthony Di Benedetto <u>ISBN:</u> 9-780071-244336 <u>Publisher:</u> McGraw Hill
Course Structure / Schedule : <b>(3+0+0) 3 / 6 ECTS</b>	
Extended Description : As a hands-on management course, students are expected to understand the multifunctional task of product planning that includes strategy, organizing, concept generation, evaluation, technical development and marketing, through a completed new product project.	
Design content : None	Computer usage:
Course Outcomes: By the end of this course, students will be able to: 1. Comprehend concepts, methods, strategies and processes that are used in new product planning and implementation. (1, 2, 13) 2. Apply on the process of new product development through idea generation to launching. (10, 11) 3. Participate in a team work effectively and increase the dynamics of the team. (4, 9, 10, 13) 4. Communicate and present ideas effectively within the framework of group project presentation. (3, 5, 14)	
Recommended reading: A number of carefully selected and updated articles are made available on course online.	
Teaching methods The course will be covered through lectures; topic discussions, group projects and case analysis. It is crucial that students attend regularly, review the coverage of the previous class and read the required material prior to coming class.	
Assessment methods: Midterms: 20 % Final Examination: 20 % Group Project :40 % Quiz and Case Studies : 20 %	
Student Workload/ECTS (European Credit Transfer System) Tableau:	
Activity:	Number:                      Duration (hour):                      Total Workload (hour):

Pre- reading	12	3	36
Lectures	13	2	26
Team work	9	5	45
In Class-case studies	13	1	13
Group Presentation	10	2	20
Case Studies	2	5	10
TOTAL: 150 hours / 25 = 6 ECTS			

Weekly Subjects and Related Preparation Studies		
Week	Subject	Related Preparation
1	Introduction to Major Concepts, Overview of the NPD Practices	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
2	The New Product Process and Strategic Planning for New Products	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
3	Concept Generation and Problem-Based Ideation	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
4	Analytical Tools: Perceptual Mapping and Qualitative Methods	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
5	Concept Evaluation and Testing	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
6	Market Evaluation and Analysis	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
7	Product Protocol and Design Product Testing	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
8	Strategic Launch Planning and Implementation	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
9	Market Testing and Launch Management	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
10	Public Policy and Ethics Issues	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
11	Contemporary Issues in NPD	New Products Management, Merle

		Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
12	Group Project Presentations	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
13	Group Project Presentations	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.
14	Group Project Presentations	New Products Management, Merle Crawford &Anthony Di Benedetto 8 <sup>th</sup> Edition, McGraw Hill, 2006.

#### The Relationship Between Course Learning Outcomes and Program Qualifications

	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend how to plan, organize, lead and control within an organizational setting					X
2	Integrate the theories with the real life functions.					X
3	Communicate and present ideas effectively in verbal and written.					X
4	Participate in a team work effectively and increase the dynamics of the team.					X
5	Use computer-based technology and related packaged software.				X	
6	Consider the principal laws that provide the legal framework for business.			X		
7	Hold a basic knowledge about accounting methods and their applications in business world.			X		
8	Apply financial analysis techniques within a business environment.					X
9	Identify the functions of marketing and their applications to business.					X
10	Utilize basic quantitative analysis and their applications in the business world.				X	
11	Apply basic principles of business processes and project management techniques.					X
12	Utilize the skills and techniques of data collection for problem solving and decision making.					X
13	Achieve an interdisciplinary point of view.					X
14	Have the consciousness of business ethics and social responsibility issues.					X

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