

**NYU****TANDON SCHOOL
OF ENGINEERING**

Department of Technology Management and Innovation
MG-GY 8643 New Product Development
Spring 2018

Professor: JIM PAGUAGA

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Office/Hours: By Appointment
Virtual Office hours.

Class Schedule: MONDAY NIGHTS @ 6:00pm-8:30pm

Course Pre-requisites:

Course Description:

The dynamics of technology and the pressures of competition drive enterprises to make their product development and production processes strategically more effective and economically more efficient in time and cost. The course deals with the state of the art in new product activities for services and manufacturing firms and examines in-depth the marketing, technology and manufacturing technology linkages.

Course Objective:

The objective of this course is to introduce the student to the managerial elements of “ New Product Development “ as a Dynamic & Strategic Tool coupled with Pressures of Competition as the Driving Enterprises to make their New Product Development & Production Processes strategically more effective & economically more efficient in time & cost. The underlying goal is to enable students to develop skills that are useful in analyzing the State-of-the-Art in New Product Activities for Service & Manufacturing Firms, as well as, see the Strategic Importance of New Products, Speed to Market, and the Role of Teams in accelerating the New Products Process. Finally, the job title of New Products Manager or Director is becoming much more common & is offering much earlier entry than 10 to 15 years ago; hence the emergence of higher level positions for students to think about as careers to build to.

With the assignment of Case Studies, Reading of the Textbook, and the Term Paper, the course is structured to provide ample Participation in Class Discussions. Class interaction is vital to the understanding of many of the central themes and issues. Because of the heavy emphasis on discussion and interaction, Attendance is REQUIRED & expected.

Course Structure:

[Class Participation is VITAL in this class. You will be graded on the Quality, Timeliness, and Rationale of your Inputs in Case Analyses and Class Discussions/Assignments. Remember, a Good Grade depends on the formation of Informed, Rational Judgments based on Case Data & Work/Life Experiences. The Quality of your Responses, not quantity, will be the Key Factor. I expect a Mature, Responsible, and Informed Level of Discussion in class.

In addition to Class Participation, you will be evaluated on the Quality of Your Performance on the Group Project and your Attendance & Lateness to class discussions.]

Readings:

Required Text(s): NEW PRODUCTS MANAGEMENT, by Crawford and Di Benedetto, provides future new product managers, project managers and team leaders with a comprehensive overview of the new product development process including how to develop an effective development strategy, manage cross-functional teams across the organization, generate and evaluate concepts, manage the technical development of a product, develop the marketing plan, and manage the financial aspects of a project.



New Products Management, 11/e

Merle Crawford, University of Michigan
Anthony Di Benedetto, Temple Univ

ISBN: ISBN: 007802904x
Copyright year: 2015

Optional Text(s): [<http://www.pdma.org/>] [Product Development & Management Association website]

Pressman, <i>Patent it Yourself</i>	Excellent description of patents, how to do a search and how to write a patent
Kahn, <i>The PDMA Handbook of New Product Development, Third Edition</i>	A must read. PDMA is the leading professional organization for product developers.
Siegel, <i>The Ernst & Young Business Plan Guide</i>	Basics of writing a business plan
Cooper, <i>Winning at New Products: Accelerating the Process from Idea to Launch, Third Edition</i>	Demonstrates with compelling evidence why consistent product development is so vital to corporate growth and how to maximize your chances of success.

CASE STUDIES: (Preparation of Cases/Online Research = 30 minutes/week)

Through Case Studies of real world problems and issues, we can best associate and identify with Current Business Problems of corporations, which require solutions. All students will be required to Analyze the Cases with a different student being called upon each class to make a Presentation to the class.

A Discussion will then ensue - in addition, Analyses will be submitted in writing to the Instructor upon demand. Therefore, ALL Cases will require diligent preparation

Course Assignments and Grading:

[A Term Paper will be assigned as a Term Project. The Subject and Form of the Term Paper will be discussed in class. Term Papers will be presented by each Individual at the end of the semester.

MID-TERM & FINAL EXAM	- 50%
Term Project / Presentations	- 25%
Written (Cases) Assignments	- 15%
Class Participation / Attendance	- 10%
Total	- 100%

Course Topic Outline

Class Date and Topic	Readings, Assignments, & Exams
[Jan 22] [Introduction to the class of New Product Development]	<ul style="list-style-type: none"> • [Chapter 1 & 2]
[Jan 29] [The Menu and The New Product Process]	<ul style="list-style-type: none"> • [Chapter 1, 2, 3]
[Feb 5] [Opportunity Identification and Selection]	<ul style="list-style-type: none"> • [Chapter 1, 2, 3] [Case - TASTYKAKE SENSIBLES, LEGO, NEW PRODUCT STRATEGY @KELOGG, THE HONDA ELEMENT]
[Feb 12] [Preparations and Alternatives]	<ul style="list-style-type: none"> • [Chapter 3 & 4] [Case – PILLSBURY BRANDS! BISCUIT SANDWICHES]
[Feb 19]	NO CLASS
[Feb 26] [Problem based Ideation]	<ul style="list-style-type: none"> • [CHAPTER 5& 6] [Case – CAMPBELL’S IQ MEALS]
[Mar 5] [Analytical Attribute Approaches]	<ul style="list-style-type: none"> • [CHAPTER 7, 8, 9, 10, 11, 12] [Case – RUBBERMAID INC., CHIPOTLE MEXICAN GRILL, DOMINO’S, LOGITECH]
[Mar 12] [Topic of Class]	NO CLASS
[Mar 19] [Topic of Class]	MID-TERM EXAM
[Mar 26] [Design]	<ul style="list-style-type: none"> • [CHAPTER 13] [Case – THE MINI, PALM PILOT, GILLETTE MACH 3 & FUSION]
[Apr 2] [Development Team Management]	<ul style="list-style-type: none"> • [CHAPTER 14 & 15] [Case – PROVO CRAFT, FORD FUSION]
[Apr 9] [Strategic Launch Planning]	<ul style="list-style-type: none"> • [CHAPTER 16] [Case - Xii]
[Apr 16] [Implementation of strategic plans]	<ul style="list-style-type: none"> • [CHAPTER 17 & 18] [Case – DODGE NITRO, HULU, PEPSICO]
[Apr 23] [Launch Management]	<ul style="list-style-type: none"> • [CHAPTER 19 & 20] [Case - LEVITRA]
[Apr 30] [Online]	<ul style="list-style-type: none"> • Review For Final Exam
[May 7] [Online]	<ul style="list-style-type: none"> • Term Project Papers Due
[May 14] [Final Exam]	<ul style="list-style-type: none"> • All Chapters (1-20)

Academic Integrity:

All students are responsible for understanding and complying with the NYU Statement on [Academic Integrity](#).

Academic Integrity for Students at NYU

This policy sets forth core principles and standards with respect to academic integrity for students at New York University. Each school at New York University may establish its own detailed supplemental guidelines for academic integrity, consistent with its own culture, and consistent with the University-wide general guidelines described in this document.

At NYU, a commitment to excellence, fairness, honesty, and respect within and outside the classroom is essential to maintaining the integrity of our community. By accepting membership in this community, students take responsibility for demonstrating these values in their own conduct and for recognizing and supporting these values in others. In turn, these values will create a campus climate that encourages the free exchange of ideas, promotes scholarly excellence through active and creative thought, and allows community members to achieve and be recognized for achieving their highest potential.

In pursuing these goals, NYU expects and requires its students to adhere to the highest standards of scholarship, research and academic conduct. Essential to the process of teaching and learning is the periodic assessment of students' academic progress through measures such as papers, examinations, presentations, and other projects. Academic dishonesty compromises the validity of these assessments as well as the relationship of trust within the community. Students who engage in such behavior will be subject to review and the possible imposition of penalties in accordance with the standards, practices, and procedures of NYU and its colleges and schools. Violations may result in failure on a particular assignment, failure in a course, suspension or expulsion from the University, or other penalties.

Faculty are expected to guide students in understanding other people's ideas, in developing and clarifying their own thinking, and in using and conscientiously acknowledging resources - an increasingly complex endeavor given the current environment of widely available and continually emerging electronic resources. In addition, students come to NYU from diverse educational contexts and may have understandings regarding academic expectations that differ from those at NYU. NYU values and respects all academic traditions; however, while at NYU, students are expected to adhere to the norms and standards of academic integrity espoused by the NYU community and will be assessed in accordance with these standards. Students should ask their professors for guidance regarding these standards as well as style guide preferences for citation of sources for assignments in their courses.

Following are examples of behaviors that compromise the academic and intellectual community of NYU. The list is not exhaustive. Students should consult the websites and guidelines of their individual schools for an extended list of examples and for further clarification.

1. Plagiarism: presenting others' work without adequate acknowledgement of its source, as though it were one's own. Plagiarism is a form of fraud. We all stand on the shoulders of others, and we must give credit to the creators of the works that we incorporate into products that we call our own. Some examples of plagiarism:

- a sequence of words incorporated without quotation marks
- an unacknowledged passage paraphrased from another's work
- the use of ideas, sound recordings, computer data or images created by others as though it were one's own

2. Cheating: deceiving a faculty member or other individual who assess student performance into believing that one's mastery of a subject or discipline is greater than it is by a range of dishonest methods, including but not limited to:

- bringing or accessing unauthorized materials during an examination (e.g., notes, books, or other information accessed via cell phones, computers, other technology or any other means)
- providing assistance to acts of academic misconduct/dishonesty (e.g., sharing copies of exams via cell phones, computers, other technology or any other means, allowing others to copy answers on an exam)
- submitting the same or substantially similar work in multiple courses, either in the same semester or in a different semester, without the express approval of all instructors
- submitting work (papers, homework assignments, computer programs, experimental results, artwork, etc.) that was created by another, substantially or in whole, as one's own
- submitting answers on an exam that were obtained from the work of another person or providing answers or assistance to others during an exam when not explicitly permitted by the instructor
- submitting evaluations of group members' work for an assigned group project which misrepresent the work that was performed by another group member
- altering or forging academic documents, including but not limited to admissions materials, academic records, grade reports, add/drop forms, course registration forms, etc.

3. Any behavior that violates the academic policies set forth by the student's NYU School, department, or division.

Moses Center Statement of Disability

If you are student with a disability who is requesting accommodations, please contact New York University's Moses Center for Students with Disabilities at [212-998-4980](tel:212-998-4980) or mosescsd@nyu.edu. You must be registered with CSD to receive accommodations. Information about the Moses Center can be found at www.nyu.edu/csd. The Moses Center is located at 726 Broadway on the 2nd floor.