**MENMORANDUM**

DATA: June 7, 2015

To: Staff worked in BUPT and all the students who are going to have this class

FROM: The teacher of Product Development

SUBJECT: The arrangement about Product Development

**INTRODUCTION SUMMARY：**

The emphasis of this module is the investigation of Innovation Management, and New Product Development in particular, its further improvement and introduction to new markets. This will include detailed study of the various phases of New Product Development. Although much of the course is based around large companies, the specialized needs of small companies will also be covered.

Case studies and experience in application of the theories to real-life global scenarios will be introduced in this module.

We need to make a course planning now before this semester begins. We have 11 topics and 4 cases to teach and we should start it before the Enterprise management and arrange some homework for students.

**FUNDAMENTAL INFORMATION ABOUT THE COURSE:**

Based on the characteristic of the course I decided to open this course in semester 4 and give teacher 48 hours to finish this class. The course includes the roles of marketing, design and manufacturing. The roles of these departments will be developed in terms of the introduction of a new product and the impact of the business on the development of that product and vice-versa, so we arrange a course work for student and a test in the terminal end of term.

Module code: EBU6606

Module Title: Product Development

Semester: 4

Exam marks: 70

Coursework marks: 30

Teaching Hours: 48

Tutorial Hours: 4

**TEACHING SCHEDULE:**

After consideration, I decided to separate the classes into 4 part and prepared 4 weeks to teach, the teaching schedule are below.

Week 1: Introduction Innovation and An overview of Product Development (3 topics)

Week 2: R&D and Market Research Product Planning and Concept Development (3topics)

Week 3: System-level design and Detail Design Testing (3 topics)

Week 4: Production ramp-up and legal aspects of exploiting your innovation Start-ups and Entrepreneurship Revision (2 topics)

**COURSEWORK DESCRIPTION:**

Students are given 2 months to complete a major group report in which they apply what they have been taught to a real world scenario

**BOOKS：**

These are reference books. Both teacher and students can make a reference when they need to.

1. Product Design and Development by Karl T Ulrich and Steven D Eppinger; International Edition (4th) McGraw-

Hill; 2008; ISBN 978-007-125947-7 [Must Buy]

2. Innovation Management and New Product Development by P. Trott; 4th Edition; Prentice Hall 2008; ISBN 978-0-

273-71315-9 [Recommended]

3. OR Innovation Management and New Product Development by P. Trott; 2nd Edition; Prentice Hall 2002; ISBN

0273655604 [Recommended]