



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Halal Product Manufacturing
COURSE NAME	Product Development And Innovation
COURSE CODE	DHM 5023
CREDIT HOUR	3
SYNOPSIS	This subject covers basic principles in producing and innovating new Halal products. Important component of Halal product research and development such as idea brainstorming, product formulation, selection of raw materials, selection of packaging, processing method, preparation of finished product specification and storage research will be discussed. Next, method and activity in product industrialization from laboratory phase, testing and production from premise (e.g factory). Marketing strategy also will be discussed including the application of Business Model Canvas (BMC) and TRIBE marketing.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Introduction of Halal product development principles 1.1 Definition of new product development 1.2 Type of product 1.3 Product development process in Islamic perspective 1.4 Need of new Halal product development
2	Business Model 2.1 Definition of business model 2.2 Component of business model 2.3 Understand market and consumer demand 2.4 Development of business channel 2.5 Business Model Canvas
3	Creativity and innovation 3.1 Definition of creative 3.2 Process, component and technic 3.3 Creative problem 3.4 Definition of innovative 3.5 Type of innovative



4	Idea brainstorming to create new Halal innovative product 4.1 Definition of idea 4.2 Importance of idea collection 4.3 Idea brainstorm 4.4 Idea screening
5	Halal product concept development 5.1 Definition of product concept 5.2 Creating product concept 5.3 Validation of product concept 5.4 Selection of product concept
6	Formulation and specification development 6.1. Formulation preparation method 6.2 Raw material specification development Packaging specification development 6.3 Finished product specification development 6.4 Halal filing and documentation development
7	Marketing Strategy 7.1 Definition and concept of marketing 7.2 Importance of marketing plan 7.3 Target and market share 7.4 Marketing budget 7.5 Marketing approach –permission and interruption 7.6 Online Marketing
8	Business Analysis 8.1. Concept and importance of business analysis 8.2. Resource preparation 8.3. Cost structure 8.4. Selling price 8.5. Profit
9	Product development 9.1 Prototype development 9.2 Halal test and analysis for prototype 9.3 Related test and analysis for prototype 9.4 Type of market testing
10	Commercialization and industrialization of new Halal product 10.1 Definition of commercialization and industrialization



	10.2 Commercialization method 10.3 Industrialization method
References:	<ol style="list-style-type: none">1. Trott, P. (2017). Innovation Management and New Product Development (Sixth ed.). United Kingdom: Pearson Education.2. Rolf Dobelli. 2015. The Art of Thinking clearly Edisi Bahasa Melayu. PTS3. Seth Godin. 2011. Permission Marketing (Terjemahan : Tolonglah Jual Kepada Saya). PTS4. Seth Godin. 2008. Tribe Marketing5. Anderson, M.M., Hein, A.M., 1985 Integrated product development handbook UK: IFS Publication Ltd.6. Earle, M.D & Anderson, A.M., 1985 Product and process development, London: Harwood Academic Press Publishers7. Graf,E. & Saguy, L.S., 1991 Food product development , New York: Van NostrandReinhold8. Ulrich, K.T. & Eppinger, S.D. 1995 Product design and development New York: McGraw-Hill Inc