**BUS 322-01: NEW PRODUCT DEVELOPMENT**

**Fall 2021**

**Credit Hours: 3.0**

**Tuesdays & Thursdays, 9:00am to 10:20am (Eastern Time)**

**Location: SLCC 2301**

**Professor Michael Janger**

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**Office Hours: Tuesday 3:30pm-5:30pm; Wednesday 1:00pm-3:00pm**

**INTRODUCTION**

The course is for students who are interested in learning how to create, develop and manage a new product. This course introduces the models, tools, and research techniques used in the new product development process of a business. The topics covered in this course include opportunity identification, idea generation, product design, concept and prototype testing, segmentation and positioning, pricing, brand naming, promotional strategy, product launch, and post-launch evaluation.

**Prerequisite**: BUS 221 (Marketing), or permission of the instructor.

**REQUIRED READINGS:**

Crawford, C., and Di Benedetto, C. ***New Products Management, 12th Edition.*** McGraw-Hill Higher Education, 2021.

Additional articles and reading materials as provided by the instructor. There may be an additional cost for some materials due to copyright restrictions. (Please check with the instructor in advance if you need more information.)

**TAKING THIS COURSE**

BUS 221 is being taught this semester as a face-to-face course. We will use Blackboard Ultra as our learning management system. You are responsible for checking Blackboard Ultra daily to check on updates, submit your assignments, participate in classroom sessions and discussion boards, and perform other necessary classwork including quizzes and exams.

Announcements about the course will be posted regularly, including assignments, course changes, and other essential information. **These course announcements will be emailed to all students at their Gallaudet email addresses, so please check your email inbox regularly.** If you are using a private email account, **it is YOUR responsibility** to ensure that your Gallaudet email address is set up to automatically forward emails to your preferred email account, so that you will not miss any messages and announcements for this course.

Ethical module for research – put language this is for class projects, does not require IRB projects. Keep circle small.. turn off email addresses

**BISON LETTER GRADE EQUIVALENCIES**

The Department of Business grading system is:

|  |  |  |
| --- | --- | --- |
| **Percent Grade** | **Letter Grade** | **GPA Points** |
| 93% and Above | A | 4.0 |
| 90 – 92% | A- | 3.7 |
| 87 - 89% | B+ | 3.3 |
| 83 - 86% | B | 3.0 |
| 80 – 82% | B- | 2.7 |
| 77 – 79% | C+ | 2.3 |
| 73 – 76% | C | 2.0 |
| 70 – 72% | C- | 1.7 |
| 67 – 69% | D+ | 1.3 |
| 60 – 66% | D | 1.0 |
| Below 60% | F | 0.0 |

For the final grades, grades will be rounded to the nearest .5. For example, if a student has a grade of 89.5% at the end of the course, it will be rounded up to 90% for a letter grade of A-. If a student has a grade of 89.4%, it will be rounded down to 89% for a B+.

**MAJOR ASSIGNMENTS AND GRADING WEIGHTS**

|  |  |
| --- | --- |
| Attendance and Participation | 10% of course grade |
| Quizzes | 10% of course grade |
| New Product Proposal – 9 modules | 70% of course grade |
| Final Exam | 10% of course grade |
| **Total** | **100%** |

**Attendance and Participation (10% of Grade)**

You will be graded on your mastery of the textbook material and other course content through in-class activities including, but not limited to, pop quizzes, class exercises, team activities, and case studies. They will be assigned as needed throughout the semester and count toward the participation grade.

Participation in our classroom sessions is an essential component of learning in this course. Your participation in class discussion and collaboration activities help you digest and master concepts and skills taught in this course, and improve your problem-solving skills in business situations. So, attendance is strongly expected, and I will be marking your attendance and participation during the designated times we are meeting for the class sessions, which are Tuesdays and Thursdays from 9:30am to 10:50am Eastern Time.

Three unexcused absences are permitted. Absences beyond the 3-absence limit, frequent lateness, and any class behavior issues will impact your activities/participation grade. Frequent absences and/or significant class behavior issues will result in zero credit for the activities/participation grade for the semester. If the absences are extremely excessive (more than 50% of class sessions) and/or there are major class behavior issues that disrupt the course learning environment, a low or failing grade will be given for the entire course.

Only absences due to medical and family reasons – with proper documentation such as a medical note – will be excused. Emails that explain why you are absent (“I overslept”, “I ate something bad in my dinner last night”, etc.) will not be accepted as excused absences. Only valid documentation is accepted.

**Quizzes (10% of grade)**

A quiz will be given for each assigned textbook chapter, with a mix of multiple-choice and short-answer questions. They will be given as either a take-home or in-class quiz depending on the content of the quiz.

Expected study time for each quiz: 1-2 hours

**New Product Proposal (70% of Grade)**

For the New Product Proposal, you will work on a product idea of your own, subject to instructor’s approval. The project will consist of nine (9) modules, each representing 1/9th of the assignment grade. At the end of the semester, you will propose and defend your product idea and explain the product development process for this idea.

Expected study time on each module: 2-6 hours (depending on difficulty of each module).

The list of modules follows:

1. Opportunity Identification (Friday, September 17)
2. Market Potential of New Opportunity (Friday, September 24)
3. Concept Development and Testing (Friday, October 15)
4. Concept Selection (Friday, November 6)
5. Complete Product Description (Thursday, November 11 – IN CLASS)
6. Marketing Your Product (Sunday, November 21)
7. Strategic Launch Plan (Friday, December 3)
8. Tactical Launch Plan (Friday, December 3)
9. Presentation of the New Product Proposal (December 7 and 9 – IN CLASS)

**COURSE SCHEDULE**

The schedule for the course is listed on the next page. It is important that you follow the reading and case assignments, as much of your learning will occur through class discussions. Any missed readings or cases on your part will impact the quality of the class discussion for everyone in the class. Additional readings will be announced in class and on Blackboard.



**Credit Hour Compliance**

This course earns 3 credits; therefore, it will meet for at least 37.5 hours of instructional time and students are expected to spend at least 75 hours on outside-of-class preparation (e.g., readings, assignments, papers, etc.). These two sums should result in total student engagement time of 112.5 hours for the course. Note that these time allotments are minimums, not maximums.

**Statement Regarding Possibility of Syllabus and/or Schedule Change:**

At times, topics shown in this syllabus may be taught in a different sequence, new topics added, and others adjusted. This will ensure the relevancy of the course and enhance your learning. Please be prepared to be flexible and adjust as this class evolves. All assignments and specifics are noted on the board at the start of each class. All notifications of changes will be done through Blackboard announcements and emails.

**CLASS POLICIES:**

**Gallaudet University Academic Integrity Policy:**

Do not plagiarize in this or any other Gallaudet University class. If you see a good idea and use it in a paper, presentation, or even a comment in class, add the author’s name before or after your comment. This goes for when you exactly quote something or even when you just mention an idea from the author. All students must comply with the Gallaudet University Academic Integrity Policy. Using other people’s work as your own or using the same work for another class for this one is dishonest and only cheating yourself out of a good education. It is your responsibility to understand and follow this policy. The official policy can be found at

<http://www.gallaudet.edu/academic-catalog/registration-and-policies/undergraduate-policies/academic-integrity.html>

**Gallaudet Undergraduate Academic Calendar**

It is your responsibility to familiarize yourself with Gallaudet University’s Academic Calendar with respect to when classes meet and holidays are. The Academic Calendar can be found at the Gallaudet University website at <http://www.gallaudet.edu/registrars-office/academic-calendars/undergraduate-2016-2017.html>

**OSWD Academic Accommodation Policy:**

Students who require accommodations need to register with the Office for Students with Disabilities (OSWD) located in SAC 1022 in order to have their status certified and recorded. OSWD will contact the instructors to arrange for accommodation, but only after certification has been determined. No accommodation can be provided prior to authorization by OSWD. For more information about OSWD policy, go to <http://www.gallaudet.edu/academic-catalog/registration-and-policies/undergraduate-policies/academic-accommodations-policy.html>

**ADA Compliance**

For information on your rights under the ADA and Section 504 of the Rehabilitation Act, please see <https://www.gallaudet.edu/af/section-1-general/110-reasonable-accommodation.html>

**Class Cancellation or University Closing:**

If the university closes for any reason or the instructor unexpectedly misses class, that day’s work will be conducted via Blackboard. Check the announcement section of Blackboard for specific instructions, which will be posted by class time if at all possible.

**Reporting Responsibilities under Title IX:**

While I want you to feel comfortable coming to me with issues you may be struggling with or concerns you may be having, please be aware that I have some reporting requirements that are part of my job requirements at Gallaudet University.

For example, if you inform me of an issue of sexual harassment, sexual assault, or discrimination I will keep the information as private as I can, but I am required to bring it to the attention of the Title IX Coordinator or EEO/AA office. If you would like to talk to those offices directly, they can be reached by contacting Sharrell McCaskill through VP (202-559-5683) or at her office in College Hall 312 or at the following website: <https://www.gallaudet.edu/title-ix-at-gallaudet-university>. Additionally, you can also report incidents or complaints to DPS. You can also get support at CAPS (Counseling and Psychological Services), SHS (Student Health Services) and the Ombuds Office.

Another common example is if you are struggling with an issue that may be traumatic or unusual stress. I will likely inform the campus Behavioral Intervention Team (BIT) or CAPS. If you would like to reach out directly to them for assistance, you can contact them at <https://www.gallaudet.edu/student-affairs/behavior-intervention-team>.

Finally, know that I am always willing to listen and give advice if needed.

**Student Learning Outcomes (SLOs) and Assessment of Learning:**

**This chart shows the primary learning outcomes for this course, the learning opportunities for developing those outcomes, and the tools used to assess those outcomes. It also shows how the course outcomes align with the outcomes of the Business Administration program and of the university.**

| **New Product Development SLOs** | **Critical Learning Opportunities** | **Tools for Assessment and Expected Levels** | **Business Administration Program SLOs** | **GU SLOs** |
| --- | --- | --- | --- | --- |
| Understand the concepts and tools used to develop new product proposals in various organizational formats (business, government, corporation, etc.) | Reading assignments  Case studies  Quizzes and Final Exam  Written assignments  New Product Proposal | Case study rubric, with an average score of B- or better.  Gallaudet Writing Rubric, with an average score of 3.5 or better.  Gallaudet ASL Public Presentation rubric, with an average score of 3 or better. | 1. Business Concepts | 3. Career Readiness  4. Critical Thinking  5. Digital Awareness  7. Science Literacy |
| Explain and apply ethical principles to qualitative and quantitative research in new product development | Reading assignments  Quiz on ethical issues  New Product Proposal | AAC&U Ethical Reasoning Value rubric, with an average score of 3 or better | 6. Ethics | 1. Wellness  6. Ethics |
| Develop business communication skills in written English and in ASL and apply to specific business formats (summary, reflection & analysis, memo, presentation) | Case study  Written assignments  New Product Proposal | Case study rubric, with an average score of B- or better.  Gallaudet Writing Rubric, with an average score of 3.5 or better.  Gallaudet ASL Public Presentation rubric, with an average score of 3 or better. | 2.Communication  5. Teamwork  6. Ethics | 1. Wellness  2. Bilingualism  3. Career Readiness  5. Digital Awareness  8. Global Citizenship |
| Develop teamwork and leadership skills | Case study  New Product Proposal | Department of Business Teamwork Rubric, with an average score of 3 or better. | 2. Communication  5. Teamwork  6. Ethics | 2. Bilingualism  3. Career Readiness |
| Develop presentation and communication skills before an audience | Case study  New Product Proposal | Case study rubric, with an average score of B- or better.  Gallaudet ASL Public Presentation rubric, with an average score of 3 or better. | 2. Communication  4. Technological Skills | 2. Bilingualism  3. Career Readiness |
| Demonstrate ability to analyze a business case in both written form and during class discussions and presentations | Case study  Written assignments | Case study rubric, with an average score of B- or better.  Gallaudet Writing Rubric, with an average score of 3.5 or better. | 1. Business Concepts  2. Communication  3. Quantitative Reasoning  4. Technological Skills | 2. Bilingualism  4. Critical Thinking |
| Learn how to present an opinion about a business topic, and defend it. | Case study | Case study rubric, with an average score of B- or better. | 1. Business Concepts  2. Communication  6. Ethics | 4. Critical Thinking  7. Science Literacy |

**Business Administration Program**

**Student Learning Outcomes**

Graduates of BS in Business Administration Program will demonstrate competence and learning outcomes in the following six domains:

1. Accurately apply fundamental business concepts, models and principles to address hypothetical or real-world business issues. **(Common Business Knowledge & Inquiry)**
2. Communicate effectively in both American Sign Language and written English in various formats and styles to a variety of audiences in multiple business contexts. **(Communication)**
3. Apply technological tools, and statistical and quantitative reasoning skills in analyzing and evaluating numerical information to support evidence-based business decisions. **(Quantitative Reasoning & Technological Skills)**
4. Critically assess business problems and develop well-supported solutions. **(Critical Thinking & Problem Solving)**
5. Critically evaluate all business opportunities and challenges using a global business perspective. **(Global Dimension)**
6. Consistently act in a professional, ethical, and socially responsible manner, and collaborate effectively in teamwork when required. **(Ethics & Social Responsibility)**

**Gallaudet University**

**Student Learning Outcomes**

A Gallaudet education provides students with opportunities to develop as wellness-grounded, proudly bilingual, career-ready critical thinkers, who are digitally aware, ethical, scientifically literate global citizens. Gallaudet’s curriculum provides learning experiences to promote the development of Gallaudet Scholars. Below are Gallaudet University’s Student Learning Outcomes:

1. **Wellness:**Recognize how my choices can transform my health, well-being, and ability to thrive; seek support and utilize resources for personal growth; and work collaboratively to promote wellness on campus and within myself.
2. **Bilingualism:**Use American Sign Language (ASL) and written English to communicate effectively with diverse audiences for a variety of purposes.
3. **Career Readiness:**Develop career decision-making skills and competencies by engaging in theoretical and experiential learning.
4. **Critical Thinking:**Think critically and innovatively, and express myself creatively, making connections within and across disciplines.
5. **Digital Awareness:**Employ data and technology in effective, competent, fair, accountable, transparent, and responsible (ethical) ways.
6. **Ethics:**Formulate reasoned decisions about ethical issues that lead to wise action.
7. **Science Literacy:**Evaluate evidence derived from systematic analysis of quantitative and qualitative data to address issues that pertain to the experiences of individuals in societies.
8. **Global Citizenship:**Articulate knowledge of intersectional identities within a global society and demonstrate intercultural knowledge, cultural competence, and skills in constructive civic discourse on the local, national, and global levels.