SUBJECT NO-IM41001, SUBJECT NAME- PRODUCT DEVELOPMENT

LTP- 3-0-0,CRD- 3

SYLLABUS :-

Prerequisite: IM31007 Production Planning and ControlBasic concepts,
Alternative product strategies, Steps in new product development, Technology
forecasting, Sales forecasting, Product design, Life testing, Quality and
reliability considerations, Manufacturing and maintenance, Defining product
market structure, Consumer perception and product positioning.