## SUBJECT NO-EP60003, SUBJECT NAME- PRODUCT DEVELOPMENT

LTP- 2-1-0,CRD- 3

## SYLLABUS :-

Understanding of innovative product development phases, product segmentations based on market push-pull forces, design and development of product and service derivatives, Experience working in teams to design and construct high-quality product prototypes, product technology forecasting, Entrepreneurship of a new product right from the stage of ideation to the end of its market life.