

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the instructor during the first day of class.

**The American University of Rome
Business Administration Program**

Department or degree program mission statement, student learning objectives, as appropriate

Course Title: New Product Development and Management
Course Number: MKT 305
Credits & hours: 3 credits – 3 hours
Pre/Co-Requisites: MKT 200 O

Required Textbook *(subject to change)*

- Applying Innovation, O’Sullivan & Dooley, 2009, Sage Publications.
ISBN: 978-1-4129-5455-6

Course reference books

- The Design of Things to Come: How Ordinary People Create Extraordinary Products, 2005, Craig M. Vogel, Jonathan Cagan, Peter Boatwright, published by Wharton School Publishing
ISBN-10: 0131860828; ISBN-13: 978-0131860827
- Creating Breakthrough Products, 2002, Jonathan Cagan & Craig M. Vogel, published by Prentice Hall PTR
ISBN 0-13-969694-6

Course description

In this course, students explore how a new product moves from conceptualization through launch. Discussions focus on concept testing and design, business analysis, product testing, commercialization and product life-cycle management. Also examined are the importance of value engineering, R&D, innovation and the contribution of “best practices” of well-known successful companies.

This course satisfies the oral presentation requirement.

Course Learning Objectives

At the end of the course, students will be able to:

1. to develop a knowledge base of the core activities of the New Product Development (NPD) process (discovery, development and commercialization)
2. to introduce the relationship of NPD to strategic decision-making in business, and its practical relation to other functions within the organization and the external environment
3. to develop creative, structural and managerial skills to build a successful NPD Plan

Course Learning Activities

By the end of the course, you should be able to:

- Enhance your own creativity with idea generating techniques
- Increase your oral presentation and written expression skills
- Identify phases of new product development and explain the relevance and requirements of each phase
- Review and apply market research techniques used in new product development
- Develop a comprehensive NPD Project Plan from concept through development and launch
- Contribute to the integration of functional departments within a business in order to produce new products

Assessment tools

Individual Class Participation	10%
Individual Presentation	15%
Individual Quizzes and Exercises/Cases	10%
Mid-term exam	15%
NPD&M Project/Presentation	30%
Final exam	20%

COURSE SCHEDULE

Week	Topic	Reading
Week 1	Introduction to New Product Development <ul style="list-style-type: none"> - General housekeeping and Syllabus review - Assignment questions are listed in 'Reflections', at the end of each chapter. The Q number is the bullet, counted from the top - New Product Development & Management Introduction 	
Week 2	<ul style="list-style-type: none"> - Creativity: what does it mean? Where to buy creativity, invention & innovation in Rome (and elsewhere!!). Group project formation. - Individual presentation draw - Managing Innovation Within Firms - Group Project Formation 	<ul style="list-style-type: none"> - Draw #, Chapter and Question number
Week 3	<ul style="list-style-type: none"> - Market Research & NPD - Individual presentations begin - Business Strategy & Organizational Knowledge - Written group project proposals due - 1 minute Executive Summary oral presentation 	<ul style="list-style-type: none"> - 1-C1, Q4 - 2-2,2 - 3-2,7
Week 4	<ul style="list-style-type: none"> - Money & Budgets - Innovation & Operations Management 	<ul style="list-style-type: none"> - 4-3,3 - 5-3,4 - 6-3,6 - 7-4,2
Week 5	<ul style="list-style-type: none"> - Product Strategy - The New Product Development Process - Written group project proposals due - 3 minute Executive Summary oral presentation 	<ul style="list-style-type: none"> - 8-4,5 - 9-5,3 - 10-5,4
Week 6	<ul style="list-style-type: none"> - Project Management - Guest Speaker – TBA 	<ul style="list-style-type: none"> - 11-5,6
Week 7	<ul style="list-style-type: none"> - Managing the New Product Development Team - Mid-term review - Mid-term Exam 	<ul style="list-style-type: none"> - 12-6,6 - 13-6,7
Week 8	<ul style="list-style-type: none"> - Leadership & Teams - Meeting Management - Written group project status due (hardcopy) - 3 minute Executive Summary oral presentation 	<ul style="list-style-type: none"> - 14-7,1 - 15-7,4 - 16-8,6
Week 9	<ul style="list-style-type: none"> - Managing the Research & Development (R&D) Process - Strategic Alliances & Networks 	<ul style="list-style-type: none"> - 17-9,2 - 18-9,6 - 19-10, 2&3 - 20-11,6
Week 10	<ul style="list-style-type: none"> - The Role of Technology Transfer in Innovation - Managing Intellectual Property 	<ul style="list-style-type: none"> - 21-12,3 - 22-13,1 - 23-14,1&2 - 24-15,3
Week 11	<ul style="list-style-type: none"> - Guest Speaker: TBA - Peter Drucker & Innovation - Written group project status due - 3 minute Executive Summary oral presentation 	<ul style="list-style-type: none"> - 25-16,6
Week 12	<ul style="list-style-type: none"> - GROUP NPD Presentations 	
Week 13	<ul style="list-style-type: none"> - Putting It All Together" – The Comprehensive NPD Plan - Final exam review 	
Week 14	<ul style="list-style-type: none"> - FINAL EXAM 	

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;
Students will not be penalized for three absences from classes meeting twice a week;
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		