

# APPLICATION FOR NEW COURSE

1. Submitted by College of Gatton College of Business and Economics Date 9/21/04

Department/Division offering course MBA Program

2. Proposed designation and Bulletin description of this course

a. Prefix and Number MBA 610 b. Title\* New Product Development

\*NOTE: If the title is longer than 24 characters (including spaces), write  
A sensible title (not exceeding 24 characters) for use on transcripts O

c. Lecture/Discussion hours per week 10 d. Laboratory hours per week 10

e. Studio hours per week \_\_\_\_\_ f. Credits 9

g. Course description

An extensive, multidisciplinary examination of the new product or new service development process from ideation to product or service delivery Open only to students in the daytime MBA track.

h. Prerequisites (if any)

MBA 600, MBA 601, MBA 602, MBA 603, MBA 604, MBA 605, MBA 606

i. May be repeated to a maximum of 1 (if applicable)

4. To be cross-listed as

Prefix and Number \_\_\_\_\_ Signature, Chairman, cross-listing department \_\_\_\_\_

5. Effective Date July 05 (semester and year)

6. Course to be offered  Fall  Spring  Summer

7. Will the course be offered each year?  Yes  No  
(Explain if not annually)

8. Why is this course needed?

Part of revision to daytime MBA program as detailed in proposal to the Graduate Council on 9/21/04

9. a. By whom will the course be taught? Steven Skinner

b. Are facilities for teaching the course now available?  Yes  No  
If not, what plans have been made for providing them?

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10. What enrollment may be reasonably anticipated? 50 students per section

11. Will this course serve students in the Department primarily?  Yes  No

Will it be of service to a significant number of students outside the Department?  
If so, explain.  Yes  No

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Will the course serve as a University Studies Program course?  Yes  No

If yes, under what Area? \_\_\_\_\_

12. Check the category most applicable to this course

traditional; offered in corresponding departments elsewhere;

relatively new, now being widely established

not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky?  Yes  No

14. Is this course part of a proposed new program:  
If yes, which?  Yes  No  
Part of revision to daytime MBA track.

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15. Will adding this course change the degree requirements in one or more programs? \*  Yes  No  
If yes, explain the change(s) below

Will be part of an overall change in the daytime track of the MBA program that will require 44 credit hours to complete.

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16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted.  Check here if 100-200.

18. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales.  Check here if 400G-500.

19. Within the Department, who should be contacted for further information about the proposed course?

Name Paul Jarley Phone Extension 7-7692

\*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.

APPLICATION FOR NEW COURSE

Signatures of Approval:

*Paul Jany*

Department Chair

9-21-04

Date

*Michael Kearney*

Dean of the College

9-21-04

Date

9-10-04

Date of Notice to the Faculty

\*Undergraduate Council

Date

\*University Studies

Date

*Jeanine Blackwell*

\*Graduate Council

11-04-04

Date

\*Academic Council for the Medical Center

Date

\*Senate Council (Chair)

Date of Notice to University Senate

\*If applicable, as provided by the Rules of the University Senate

ACTION OTHER THAN APPROVAL

**MBA 610**  
**New Product Development**  
**(90 lecture/discussion hours & 90 clinical laboratory hours, 9 credits)**  
**Required Course**

**Description**

Crucial to the success of any business is the service or product it sells. This course examines how firms manage the new product development or service process. Coursework progresses sequentially and includes material from all of the functional areas of business. Key questions include: (1) How important is new product development to firms in different types of markets? (2) How does the firm best structure its activities and incentive systems to encourage new product development? (3) What level of investment should a firm make in new product development and how does it evaluate this investment?; and (4) How does the firm determine the demand for and market the new product?

**Learning Objectives**

More specifically, students will:

- Develop the skills necessary to successfully develop a new product and manage the new product development (NPD) process.
- Understand the NPD process in a competitive environment through the use of simulations.
- Become familiar with tools, techniques, and organizational structures that support NPD.
- Gain an appreciation for the supporting contributions of management, marketing, finance, accounting, and decision science to the NPD process.
- Experience a realistic approach to NPD through a new product development competition.
- Become certified in NPD by passing the certification exam administered by the Product Development and Management Association.

**Instructional Methods**

The course involves a variety of instructional methods. One-half of the class time is devoted to lecture and related discussion. The other half is used for clinical learning laboratories that allow students to develop and practice skills in a simulated environment. Simulated environments may include computer simulations, role-playing, case analyses, or competitive exercises. Several learning laboratories are embedded in the new product development course including: (1) a corporate communications laboratory that stresses oral and written skills for entrepreneurial communications, (2) a new product concept competition, (3) an inclusiveness laboratory that stresses the skills necessary to work in an environment with people from diverse backgrounds and ethnicity and (4) four different computer simulations that highlight different aspects of the new product development process.

**Learning Materials**

Texts:

- Ulrich & Eppinger, *Product Design and Development*
- Urban & Hauser, *Design and Marketing of New Products*
- Cooper, *Product Leadership: Creating and Launching Superior New Products*
- Cooper, Edgett & Kleinschmidt, *Portfolio Management for New Products*

- o Christensen, *The Innovator's Dilemma*
- o Von Hippel, Churchill & Sonnack, *Breakthrough Products and Services with Lead User Research*
- o Balanos & Lewis, *Creativity and New Product Development*
- o Rosenau et al, *The PDMA Handbook of New Product Development*
- o Wheelwright & Clark, *Leading Product Development*

Case studies:

- o Microsoft Office
- o Honeywell Residential Division
- o 3M Corporation: Mindful Replication Innovation

Simulations:

- o The New Product Development Simulation
- o Game Credit Card Game
- o The Market Position Game
- o CityCar Simulation

**Grading**

Written assignments	20%
Oral presentations	15%
NPD Projects	30%
Exams/quizzes	15%
Learning Laboratories Projects	20%

**New Product Development Certification**

At the end of this course, students will have all of the necessary information to test for NPD certification. This certification exam will be administered by the Product Development and Management Association and is a required portion of the course. All test fees have already been included in your tuition and program fees.

## Class Schedule

Week	<u>Topics/Projects</u>
1	The Role of NDP in Firm Strategy The NDP Process Role of NDP Marketing Strategy and the 4-Ps Case Studies in NPD Best Practices NPD Best Practices Colloquium
2	Organizational Support for NPD Financing NPD: Essential Concepts and Tools Diversity Lab Accounting for NPD: Cost Projections & Project Budgeting IT and Project Management Tools for Collaboration
3	Ideation Market Space and Positioning Teamwork, Networks and Group Decision-making Group Decision-Making Exercise Communications Lab: Art of the Elevator Pitch New Product Concept Competition
4	NPD Project Evaluation Processes and Tools Concept Screening Tools Diversity Lab Part 2 Risk Analysis and Financial Payoff Likelihood Sales Forecasting Accounting for Budgets, Costs and Sales Forecasts NPD Simulation: Risk Factors, Effect on Costs, Budgets & Forecasting
5	Market Research for Customer-Oriented NPD The Credit Card Game Product Acceptance Success and Failures Diversity Lab 3 Product Portfolio Management The Market Position Game
6	Product Design Processes Building Prototypes Field Testing Techniques Market Research Field Testing Project
7	NPD and Product Launch Marketing Strategies and Tactics Decision Support for Tracking and Analysis of Launch Data Communication Lab 2: Developing a Winning Business Plan Dynamics of Strategic and Tactical Maneuvering Profit Management

8

NPD Certification Preparation  
NPD Career Development  
NPDP Exam

9

CityCar Simulation  
Supporting Contributions in NPD