CAPILANO UNIVERSITY

COURSE OUTLINE	
TERM: Spring 2019	**COURSE NO: BMKT 408**
INSTRUCTOR:	**COURSE TITLE: PRODUCT DEVELOPMENT**
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):**	**CREDITS: 3**
OFFICE HOURS:	
COURSE WEBSITE:	

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT
Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES
75 credits of 100-level or higher coursework including 12 BMKT/IBUS credits, ENGL 100 and CMNS 152 or CMNS 220; OR 6 NABU credits and CMNS 305

CALENDAR DESCRIPTION
New products are key drivers of corporate growth and profitability. Companies today incorporate rigorous product development processes as product development is costly with a high failure rate. This course will equip students with a new product process including areas of: strategy, concept generation, evaluation, development and launch plan. This course has a strong practical, analytical and applications focus.

REQUIRED TEXTS AND/OR RESOURCES
Crawford, M. (2015) New Products Management 11th edition. New York: McGrawHill.
Cases, http:/moodle.capilanou.ca

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Utilize effective communication skills to engage in active class discussion
- Present product recommendations and launch plan in a written report and oral class presentation
- Use course content , research and industry data effectively for in-class exercises
- Identify the five key elements of the product development process: opportunity identification/selection, concept generation, concept evaluation, development and launch

- Explain the most acceptable theories and their applications currently available in Product Development
- Apply industry criteria and metrics to evaluate product success
- Apply relevant product development theories to scenario examples in class, assignments, and on exam questions
- Analyze industry products through case analysis and class discussion
- Develop a product concept and launch plan
- Use a collaborative approach to complete in-class exercises and group projects
- Discuss product development theories as they apply to industry examples
- Offer descriptive feedback, evaluate peer performance and receive feedback
- Integrate social and global perspectives into the product development process
- Exercise high level of professional judgement
- Apply sustainability principles through Triple Bottom Line dimensions including: social, environmental and financial

COURSE CONTENT

Week	Topic
1	Introduction to New Products Development
2	The New Products Process
3	Strategic Planning for New Products
4	Creativity and the product concept Finding and solving customers problems
5	Analytical Attribute Approaches, Perceptual Mapping Trade-off Analysis, Quantitative, and Qualitative Techniques
6	Mid-Term Exam Chapters 1-7
7	Concept Evaluation System Concept Testing
8	The Full Screen Sales Forecasting and Financial Analysis
9	Design and Development
10	Product Use Testing
11	Strategic Launch Planning Implementation of the Strategic Plan
12	Market Testing Launch Management
13	Presentations of Product Recommendations and Launch Plan Review for Final Exam
14-15	Final exam period

EVALUATION PROFILE

Assessment	% of Final Grade
Product winners and losers	5%
Exploration and Product Concept	10%
Mid Term Exam	20%
Product recommendation and Launch Plan Report	15%
Product Presentation	10%
Cases	5%
In-class Exercises	5%
Final Exam	30%
Total	**100%**

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor. Late assignment will be penalized by 10% mark reduction per day (including weekends).

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance
Students are expected to attend all classes and associated activities.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students may use electronic devices during class for note-taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: http://www.capilanou.ca/services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: http://www.capilanou.ca/about/governance/policies/Policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,

- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct
All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure.

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.