

SCHOOL OF BUSINESS

Course Outline

COURSE NAME: Product Development	COURSE NO.: BMKT 408
TERM: Fall 2015	COURSE CREDITS: 3
INSTRUCTOR:	E-MAIL:
OFFICE:	PHONE:

COURSE PREREQUISITES: 84 credits of 100 level or higher coursework including 12 BMKT/IBUS credits, ENGL 100, and CMNS 220 or CMNS 152

REQUIRED TEXT: Crawford, M. (2015) *New Products Management 11th edition*. New York: McGraw-Hill. ISBN: 007802904

OTHER RESOURCES: Cases, <http://moodle.capilanou.ca>

COURSE FORMAT: Instructional hours: 3 hours per week x 15 weeks
 Fourth-hour activities: industry articles and media, moodle activities

COURSE OUTCOMES:
General Outcomes: 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.

Specific Student Outcomes: Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

Ability	Learning Outcome	Levels*
COMMUNICATIONS	C1. Utilize effective communication skills to engage in active class discussion	4-6
	C2. Present product recommendations and launch plan in a written report and oral class presentation	4-6
	C3. Use course content , research and industry data effectively for in-class exercises	4-6
ANALYSIS AND DECISION-MAKING	A 1. Identify the five key elements of the product development process: opportunity identification/selection, concept generation, concept evaluation, development and launch	4
	A2. Explain the most acceptable theories and their applications currently available in Product Development	4
	A3. Apply industry criteria and metrics to evaluate product success.	5
	A4. Apply relevant product development theories to scenario examples in class, assignments, and on exam questions.	5
	A5. Analyze industry products through case analysis and class discussion	4-5
	A6. Develop a product concept and launch plan	5
SOCIAL INTERACTION	S1 Use a collaborative approach to complete in-class exercises and group projects	4-5
	S2. Discuss product development theories as they apply to industry examples	5
	S3. Offer descriptive feedback, evaluate peer performance and receive feedback	4-5
CITIZENSHIP, SUSTAINABILITY AND GLOBAL PERSPECTIVE	G1. Integrate social and global perspectives into the product development process	4-5
	G2. Exercise high level of professional judgement	5-6
	G3. Apply sustainability principles through Triple Bottom Line dimensions including: social, environmental and financial.	4-5

COURSE CONTENT:

Wk	Date	Topic	Readings	Assessment
1		Introduction to New Products Development	1	
2		The New Products Process	2	Winners and Losers 5%
3		Strategic Planning for New Products	3	
4		Creativity and the product concept Finding and solving customers problems	4 5	Exploration and Product Concept 10%
5		Analytical Attribute Approaches, Perceptual Mapping Trade-off Analysis, Quantitative, and Qualitative Techniques	6 7	
6		Mid-Term Exam Chapters 1-7		Mid Term 20%
7		Concept Evaluation System Concept Testing	8 9	
8		The Full Screen Sales Forecasting and Financial Analysis	10 11	Case 5%
9		Design and Development	13	
10		Product Use Testing	15	
11		Strategic Launch Planning Implementation of the Strategic Plan	16 17	
12		Market Testing Launch Management	18 19	Report 15%
13		Presentations of Product Recommendations and Launch Plan Review for Final Exam		Presentation 10%
14-15	TBA	Final Exam		Final Exam 30%

Note: Five in-class exercises worth 1% each will be assigned at varying times during the term.

**Schedules/Dates: Schedules shown here may change and the exact dates and times for the exams and the quizzes will be announced in class and/or on Moodle.*

EVALUATION PROFILE:

Assessment	% of Final Grade	Indiv./ Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship, Sustainability and Global Perspective
Product winners and losers	5%	I	x	x	x	x
Exploration and Product Concept	10%	I	x	x		
Mid Term Exam	20%	I	x			
Product recommendation and Launch Plan Report	15%	G	x	x	x	x
Product Presentation	10%	G	x	x	x	x
Cases	5%	I	x	x		
In-class exercises	5%	I	x	x		
Final Exam	30%	I	x	x		
Total	100%					

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Grading Profile:

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

Emergency procedures: In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

SCHOOL OF BUSINESS POLICIES:

Attendance: Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

English Usage: All assignments are marked for correct English usage, proofreading and formatting.

Missed Exams and Quizzes: Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in

extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, will be required. For further information, refer the "Examination & Pivotal Presentation Exemption Policy".

**Examination
and Pivotal
Presentation
Exemption
Policy**

All students are required to appear and write their scheduled mid-term and final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

"Medical Exemption" will be considered, if:

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, a student falls ill or is injured.

"Falling ill" is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student's ability to function, physically or cogitatively, during the ten days prior to the examination or presentation date.

"Injury", for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

"Catastrophic Personal Loss Exemption" will be considered, if:

Events occur in the student's life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an immediate family member * (defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member does not include general acquaintances. Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury.

In all of the above scenarios, a physician's letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for must be presented by the instructor to their Unit Convenor for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely "under consideration" until approved or rejected by the Unit Convenor. A student applying for an exemption for a specific section which is instructed by the Unit Convenor will have their application reviewed by the Vice-Chair or Chair of the School of Business.

Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic "0" grade for that exam or assignment. This "0" grade may not be appealed or contested, and will not be changed.

**Copyright
Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University website.

**Cheating and
Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University

Policies page.

Penalties for Cheating and Plagiarism: A grade of 'O' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades: Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

COURSE LEVEL POLICIES:

In addition to Capilano University and the School of Business policies, the following policies govern the management of this course and its curriculum.

Assignments: Homework assignments are due at the **start of class** on the date indicated on the course content schedule. In-class assignments will be given at the **start of class** on the date indicated on the course content schedule.

Programmable Tools: The use of programmable items such as calculators dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam