

COURSE OUTLINE		
TERM: Fall 2020	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 Tseil-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 BMKT 360 and BMKT 364, ENGL 100, and CMNS 152 or CMNS 220

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

Trott, P. (2017). Innovation Management and New Product Development (Sixth Edition). Pearson. (Or, similar.) The electronic edition is recommended.

COURSE STUDENT LEARNING OUTCOMES

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

- Collaborate, role-play and critique product development approaches in class discussions and activities taking on the perspective of product developers, customers and competitors
- Design and defend product recommendations and launch plans in a presentation and written report
- Appraise, reframe, and prioritize product development research and industry data effectively
- Plan the product and brand strategy for a real-life company taking into consideration a range of budget resources
- Design a research and develop program, a technology transfer approach and commercialization framework for an organization or region

- Develop intellectual property strategies and tactics for product offerings to mitigate competitor response.
- Rewrite a product development theory to apply to an emerging technology or environment.
- Invent a new product, develop key performance indicators (KPIs), elicit and appraise customer feedback, and measure against KPIs to pivot towards an improved offering.
- Devise a product launch, prioritize promotional tactics, and simulate the likely outcomes
- Define, ideate, prototype and test an innovation system in both a start-up and established firm and defend against critique.
- Collaborate within a cross-disciplinary team to sketch and develop a 3D design and 3D print for an innovative product
- Contrast and integrate social and global perspectives into the product development process and innovation landscape at the company and national level
- Modify, rework, or reframe a product to enhance environmental sustainability
- Develop a product concept that helps remove barriers to accessibility

COURSE CONTENT

Week	Topic
1	Course Introduction Managing the New Product Development Process
2	New Product Development Business Models
2	Innovation Management New Service Innovation Market Research & Its Influence on New Product Development
4	Product & Brand Strategy Operations & Process Innovation
5	Managing Intellectual Property
6	Market Adoption & Technology Diffusion
7	Midterm
8	Managing Innovation within Firms Managing Organizational Knowledge
9	Management of Research & Development Managing Research & Development Projects
10	Open Innovation & Technology Transfer
11	Strategic Alliances & Networks
12	Product Presentations
13	National Systems of Innovation & Entrepreneurship
14-15	Final Exam Period - Week 1 to 7 material covered however with an emphasis on Week 4 to 7

EVALUATION PROFILE

Assessment	% of Final Grade
Term Projects *	40%
Mid Term Exam	20%
Cases and in-class exercises	10%
Final Exam	30%
Total	100%

*No single project will be worth more than 35%.

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 eLearn; 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: <https://www.capilanou.ca/student-life/>

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 and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/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 (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

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