

COURSE RECORD

Code	BA 447
Name	New Product Development
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	BA 203
Description	This course explores the structured process of developing new products, from idea generation to market launch. It addresses both incremental and disruptive innovations as responses to evolving consumer needs and competitive pressures. Students will examine the economic, design, and managerial aspects of product development and gain tools to evaluate customer requirements, translate them into technical specifications, and generate viable concepts. The course provides practical implications for managing product architecture, enhancing innovation performance, and making informed design decisions.
Objectives	Understanding the stages of the new product development process. Exploring techniques for idea generation and screening. Identifying customer needs in product design. Building background knowledge in product architecture, design economics, and innovation management.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify strategic opportunities for new product ideas. LO2. Design solutions that integrate customer requirements with product specifications and concept generation. LO3. Apply product architecture principles to manage design variation and performance. LO4. Explain tools and methods used to support effective product design decisions.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	4	2	1	2	2	3	5	3	4
LO2	4	4	2	1	2	2	3	5	3	4
LO3	4	4	2	1	2	2	2	5	2	4
LO4	4	4	2	1	2	2	2	4	2	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	5	4	3	3	3	3	3
LO2	5	4	3	3	3	3	3
LO3	5	4	2	3	3	3	3
LO4	5	4	2	2	3	3	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Product Development Process, Opportunity Identification	LO1, LO2
Identifying customer needs, Product specifications	LO1, LO2, LO3
Product specifications, Concept selection and testing	LO2, LO3
Product Architecture, Industrial Design	LO3, LO4
Design for Environment, Design for Manufacturing and Supply Chain	LO2, LO3, LO4

Prototyping, Robust Design, Service Design	L01, L03, L04
Patent and Intellectual Property, Product Development Economies	L04

DERS BİLGİLERİ

Kodu	BA 447
İsmi	Yeni Ürün Geliştirme
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	Bu ders, bir ürünün yeni fikir üretiminden pazara sunuma kadar olan yeni ürün geliştirme sürecini kapsamlı şekilde ele alır. Artan rekabet ve değişen tüketici ihtiyaçlarına yönelik hem artan hem de yıkıcı yenilikler bu sürecin odağındadır. Öğrenciler, müşteri gereksinimlerinin teknik özelliklere dönüştürülmesi, ürün mimarisi, tasarım kararları ve ürün ekonomileri gibi konularda bilgi ve beceriler edinirler. Ders, ürün geliştirme sürecini yönetmeye yönelik uygulamalı çerçeveler sunar.