

COURSE RECORD

Code	BA447
Name	New Product Development
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	BA203
Description	New products bring something new to the marketplace, whether it is incremental or disruptive innovation, through costly and risky research and development investments. Most times new products are necessary for company's survival and growth and addressing the needs and wants of consumers have become vital competitive advantage. Given these facts, New Product Development course aims to focus on the processes of new product innovation. Furthermore, this course will provide solid insights for the students who want to understand how firms manage and develop new products.
Objectives	Understand product development process. Screen new ideas for new products. Realize customer needs Provide background on design, architecture, product economies and management
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify the key opportunities for generation of new ideas. LO2. Integrate customer needs, product specifications and concept generation LO3. Apply the elements of the product architecture on product change, product performance and product variety. LO4. Explain the terms and tools for better design decisions in the context of design concept

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	5	3	5	4	4	2	2	4	5
L02	5	5	3	5	4	4	2	2	4	5
L03	5	5	3	5	4	4	2	2	4	5
L04	5	5	3	5	4	4	2	2	4	5

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

COURSE CONTENT DETAILS

Topics	Outcomes
Product Development Process, Opportunity Identification	L01, L02
Identifying customer needs, Product specifications	L01, L02, L03
Product specifications, Concept selection and testing	L02, L03
Product Architecture, Industrial Design	L03, L04
Design for Environment, Design for Manufacturing and Supply Chain	L02, L03, L04
Prototyping, Robust Design, Service Design	L01, L02, 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
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA203
İçerik	Bu ders yeni ürün geliştirme alanı için temel bilgi ve becerileri sunar. Çoğu zaman, şirketlerin hayatta kalabilmesi ve büyümesi için yeni ürünler gereklidir ve tüketicilerin ihtiyaç ve isteklerini kavramak hayati bir rekabet avantajı sağlamaktadır. Bu gerçekler göz önüne alındığında, bu ders yeni ürün yaratıcılığı süreçlerine odaklanmayı amaçlamaktadır. Ayrıca, bu ders firmaların yeni ürünleri nasıl yönettiğini ve geliştirdiğini anlamak isteyen öğrencilere sağlam bir iç görü sağlayacaktır.