

Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Module name	New Product Development
Module code	BS3105
School	Cass Business School
Department or equivalent	UG Programme
UK credits	15
ECTS	7.5
Level	6
Delivery location (partnership programmes only)	

MODULE SUMMARY

Module outline and aims

The purposes of this module are to: (i) show the importance of new products (and new services) to the business; (ii) present a practical approach to the development of new products; (iii) discuss the issues, which impact success/failure. It covers both the analytical and practical management aspects of making NPD decisions. It aims to relate the theoretical basis of the management of the innovation process (from idea generation to launch) with its practical application in industry and commerce.

Content outline

- The role of NPD.
- The NPD process.
- Managing creativity and idea generation.
- Project screening and portfolio management.

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- Concept development and testing.
- Product and service design.
- Product testing and market research.
- Commercialisation strategies.
- Project management and the organization of NPD.
- Success factors for new products and measuring innovation performance.

Pre-requisite Modules

BS2101 Principles of Marketing

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand the latest theories on delivering successful NPD

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- Understanding the factors underlying the success or failure of new products
- Understanding the challenges of controlling and coordinating development projects.
- Understand the meaning, scale and scope of NPD.

Skills:

- Effectively participate in and manage NPD projects
- Research & analyse key innovation literature and then apply learning
- Contribute as an individual to team performance through participation in team- based market analysis and problem solving
- Analyse and then apply learning to and from case studies
- Search for data from different sources, to translate this data into information and to use such information in support of arguments.
- Apply tools and techniques for the effective development of new products
- Improve communication and presentation skills
- Debate, formulate and solve problems connected with NPD
- Develop new product proposals and prepare a business case for NPD project

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Values and attitudes:

- Be aware of what new product development means to business and why it has become important
- Be aware of the challenges and opportunities posed by NPD
- Be aware of the importance of the inter-relationship between marketing and other business functions for NPD success

HOW WILL I LEARN?

Practical exercises, case studies, class discussion.

Lectures and readings.

Teaching pattern:

Teaching component	Teaching type	Contact hours	Self-directed study hours	Placement hours	Total student learning hours
Lectures	Lecture	20	120	0	140
Classes	Tutorial	10	0	0	10
Totals		30	120	0	150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

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Assessments

Coursework and exam.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Written assignment, including essay	30	0	N/A
Examination – 2.25 hours	Written Exam	70	0	N/A

Assessment criteria

Assessment Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to students prior to an assessment taking place. More information will be available from the module leader.

Feedback on assessment

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

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The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Crawford C M & di Benedetto C A (2008), *New Products Management*, 9e McGraw-Hill.

Barczak G, Griffin A & Kahn K (2009), Trends and Drivers of Success in NPD, *Journal of Product Innovation Management*, 26, 3-23.

Cooper, Robert G. (2008), The Stage-Gate Idea-to-Launch Process, *Journal of Product Innovation Management*, 25, 213-232.

Beerens, Joris et al. (2005) *Mastering the Innovation Challenge*, Booz Allen Hamilton.

Cooper R G (1999), The Invisible Success Factors in Product Development, *Journal of Product Innovation Management*, 16, 115-133.

Cooper R G, et al. (1994), What Distinguishes the Top Performing New Products in Financial Services, *Journal of Product Innovation Management*, 11, 4, 281-299.

Storey C & Easingwood C J (1998), The Augmented Service Offering, *Journal of Product Innovation Management*.

Cooper R G, Edgett S J & Kleinschmidt E J (1999), Portfolio Management for New Product Development, *R&D Management*, 16, 333-351.



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Davis J et al. (2001), Determining a Projects Probability of Success, Research-Technology Management, May-Jun, 51-57.

Dolan R J (1992), Concept Testing, Chap 2 in Managing the New Product Development Process,

Dolan ed, Addison Wesley. *Langerak, Fred; Hultink, Erik Jan; Robben, Henry S.J. (2004) The Impact of Market Orientation, Product Advantage, and Launch Proficiency on New Product Performance and Organizational Performance.

Journal of Product Innovation Management, Vol. 21 Issue 2, p79-94.

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