

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品發展管理	Serial No. / ID	1966 / BAM3004
Dept.	企業管理學系	School System / Class	大學日間部2年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)89A / H345	Language	Chinese

Introduction	
<p>For starters, all members of a new products team (often including the leader) live in a functional area of the firm. Marketing people are supposed to help the entire team succeed, so we have to soften any narrow, functional slants. We have to learn to work with scientists, engineers, lawyers, production managers, and so on.</p> <p>This course of study calls for a strong c r e a t i v e contribution to enable students to get the following training:</p> <ol style="list-style-type: none"> 1.Be multifunctional, not functionally parochial. 2.Be risk takers, willing to do whatever is necessary to bring a product to market, including facing the wrath of co-workers. 3.Think like a general manager. 4.Be a combination of optimist and realist, aggressor and team player, leader and follower. 5.Develop your c r e a t i v e skills, both for new product concepts and for new ways of doing things. 6.Be comfortable in chaos and confusion. Learn to work with depressives, euphorics, and those with no emotion at all. <p>This course includes: Professional Capability 70%, Exploratory Ability 20%, and Communication, Concernment & Courage, Cooperation, Creativity 10% respectively.</p>	

Outline	
Part 1 Overview and Opportunity Identification/Selection Ch.1 ~ Ch.3 (SP development)	
Part 2 Concept Generation Ch.4 ~ Ch.7 (SP development)	
Part 3 Concept/Project Evaluation Ch.8 ~ Ch.12 (SP development)	
Part 4 Development Ch.13 ~ Ch.15 (SCEP development)	
Part 5 Launch Ch.16 ~ Ch.20 (SCEP development)	

Prerequisite	
Marketing Management	
Production & Operation Management	
Financial Management	
Project Management	
Quality Management	