

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品開發	Serial No. / ID	0648 / IDD3074
Dept.	工業設計學系	School System / Class	大學日間部3年1班
Lecturer	魏本嶠	Full or Part-time	兼任
Required / Credit	Optinal / 2	Graduate Class	No
Time / Place	(二)9A / G408	Language	Chinese

Introduction
<ol style="list-style-type: none">1. To understand the methods of new product development trends2. to understand the new product development process of the fuzzy front qualitative research methods3. how to integrate new product development team to achieve the goal4. Learn how to combine the product development and strategic planning and brand management methods together5. through the various items of the above understanding, write a new product development plan6. Product Case planning for group discussion and reports7. by way of sub-themes for visiting the industry or institutional and reached understanding on the industry and related design theory and practice closely

Outline
<ol style="list-style-type: none">1. From the consumer and industrial markets, to understand trends in new product development methods2. To understand the new product development process of the early fuzzy front qualitative research methods3. Integrate new product development teams4. Determine the product the opportunity to project approval and patent application, a complete product development process5. To combine the product development and strategic planning and brand management methods together6. Case analysis and integration of new product development7. How to write a new product development proposal with practical teaching plan

Prerequisite
<ol style="list-style-type: none">1. Innovation and c r e a t e i v e thinking2. have the ability to design basis3. interdisciplinary communication and collaboration capabilities4. preliminary cognitive product planning practice