

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品開發	Serial No. / ID	1232 / IGR6097
Dept.	資訊管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	林清同	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(四)234 / J117	Language	Chinese

Introduction
This course will provide the analysis and management approach for new product development which includes ideal development, ideal assessment and selection, untill product finish development.

Outline
<ol style="list-style-type: none"> 1. The new product process (SCEP) 2. Opportunity identification and selection: strategic planning for new products(SCP) 3. Preparation and alternatives(SCP) 4. Problem-based ideation: finding and solving customers ' problems(SP) 5. Analytical attribute approaches: introduction and perceptual mapping(SP) 6. Analytical attribute approaches: trade-off analysis and qualitative techniques(SP) 7. The concept evaluation system(SP) 8. Concept testing(SCP) 9. The full screen(SCP) 10. Sales forecasting and financial analysis(SP) 11. Development team management(SCP) 12. Product use testing(SCP) 13. Strategic launch planning(SCP) 14. Market testing(SP)

Prerequisite
<ol style="list-style-type: none"> 1. Business management 2. Statistics