# 97-2 Preliminary Syllabus, Da-Yeh Univ

## Information

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|---|---|---|---|
| Title | | Serial No. / ID | 2480 / IDV3012 |
| Dept. | | School System / Class | 3   1 |
| Lecturer | | Full or Part-time | |
| Required / Credit | Optinal / 2 | Graduate Class | NO |
| Time / Place | (   )34 / G408 | Language | Chinese |

## Introduction

1. To understand the methods of new product development trends
2. to understand the new product development process of the fuzzy front qualitative research methods
3. how to integrate new product development team to achieve the goal
4. Learn how to combine the product development and strategic planning and brand management methods together
5. through the various items of the above understanding, write a new product development plan
6. Product Case planning for group discussion and reports
7. 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

1. From the consumer and industrial markets, to understand trends in new product development methods
2. To understand the new product development process of the early fuzzy front qualitative research methods
3. Integrate new product development teams
4. Determine the product the opportunity to project approval and patent application, a complete product development process
5. To combine the product development and strategic planning and brand management methods together
6. Case analysis and integration of new product development
7. How to write a new product development proposal with practical teaching plan

## Prerequisite

1. Innovation and                     ive thinking
2. have the ability to design basis
3. interdisciplinary communication and collaboration capabilities
4. preliminary cognitive product planning practice