

## 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品開發	Serial No. / ID	2497 / 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)34 / G407	Language	Chinese

Introduction
<ol style="list-style-type: none"> <li>1. To understand the methods of new product development trends</li> <li>2. to understand the new product development process of the fuzzy front qualitative research methods</li> <li>3. how to integrate new product development team to achieve the goal</li> <li>4. Learn how to combine the product development and strategic planning and brand management methods together</li> <li>5. through the various items of the above understanding, write a new product development plan</li> <li>6. Product Case planning for group discussion and reports</li> <li>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</li> </ol>

Outline
<ol style="list-style-type: none"> <li>1. From the consumer and industrial markets, to understand trends in new product development methods</li> <li>2. To understand the new product development process of the early fuzzy front qualitative research methods</li> <li>3. Integrate new product development teams</li> <li>4. Determine the product the opportunity to project approval and patent application, a complete product development process</li> <li>5. To combine the product development and strategic planning and brand management methods together</li> <li>6. Case analysis and integration of new product development</li> <li>7. How to write a new product development proposal with practical teaching plan</li> </ol>

Prerequisite
<ol style="list-style-type: none"> <li>1. Innovation and c r e a t e i v e thinking</li> <li>2. have the ability to design basis</li> <li>3. interdisciplinary communication and collaboration capabilities</li> <li>4. preliminary cognitive product planning practice</li> </ol>