

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	新產品發展管理	Serial No. / ID	2695 / MTB2015
Dept.	行銷與流通管理學系	School System / Class	進修學士班4年1班
Lecturer	曾健民	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)ABC / B304	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 e ive 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 e ive 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 40%, Exploratory Ability 20%, and Communication, Concernment & Courage, Cooperation, Creativity 10% respectively.</p>

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

Prerequisite
<p>Marketing Management</p> <p>Production & Operation Management</p> <p>Financials Management</p> <p>Project Management</p> <p>Quality Management</p>