



# Business Administration

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| Course Number:          | <b>BUAD 415</b>   |
| Course Title:           | <b>NEW PRODUCT DEVELOPMENT</b>  |
| Credits:                | 3   |
| Calendar Description:   | This course explores the process of taking a good or service product from the idea stage to the commercialization stage. Using a go/no-go approach to decision-making, it examines the role of competitive intelligence, intellectual property, venture capital, prototyping, and technology transfer in the new product development process. During the course students will use case study analysis, computer simulations, and will develop a new product development strategy for an actual good or service. |
| Semester and Year:      | <b>Winter 2015</b>  |
| Prerequisite(s):        | BUAD 340 and minimum third-year standing  |
| Corequisite(s):         | No  |
| Prerequisite to:        | No  |
| Final Exam:             | No  |
| Hours per week:         | 3   |
| Graduation Requirement: | Elective – BBA, Marketing option  |
| Substitutable Courses:  | No  |
| Transfer Credit:        |   |
| Special Notes:          |   |
| Development Date:       |   |
| Revision Date:          | November 2010   |
| Chair's Approval:       |   |

**Professors**

| Name        | Phone number   | Office        | Email  |
|-------------|----------------|---------------|--|
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**Learning Outcomes**

Upon completion of this course students will be able to:

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| <ul style="list-style-type: none"> <li>x Complete a review of the state-of-the-art for a new product</li> <li>x Perform competitive intelligence using the internet</li> <li>x Complete a proof-of –concept analysis</li> <li>x Complete a benefit-cost analysis</li> <li>x Develop a prototype and pre-production strategy</li> <li>x Develop a commercialization strategy and</li> <li>x Use consulting skills to prepare a comprehensive strategic plan</li> </ul> |
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**Course Objectives**

This course will cover the following content including:

|                      |
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| See weekly schedule. |
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**Evaluation Procedure**

|                                       |      |
|---------------------------------------|------|
| New Product Development Term Project: |      |
| New Product Development Stages        | 20%  |
| Term Project Strategic Plan           | 15%  |
| Exercises and Cases:                  |      |
| Team Exercises * Class Discussion     | 10%  |
| Team Case Analysis & Class Discussion | 20%  |
| Midterm Exam*                         | 25%  |
| Class Participation                   | 10%  |
| Total                                 | 100% |

**Notes****New Product Development Term Project** (35% of grade)

You will work in teams. The team will complete term project throughout the course. Details of each are posted on Moodle under the Assignments icon. The timing for each part of the term project is recorded on the course outline.

**Mid-term Exam** (25% of grade)

During the term there will be a mid-term exam (20 marks). There is no final exam because of the time required to develop the new product development project, which is the major project for the course. The exam will test your comprehension of new product development concepts, and your application of critical thinking and problem-solving skills to 'real-life' situations. You must achieve 50% grade on the exam to pass the course.

**Exercises and Cases** (30% of grade)

During the term you will complete and submit two (2) team exercises (worth 10 marks) and prepare four (4) case analysis (worth 20 marks) for discussion in class. The 2 exercises demonstrate your understanding of the proof-of-concept process and the role of intellectual property (IP) in new product development. Details for each exercise are posted on Moodle under the Assignments icon. The 4 cases deal with "real-life" situations and demonstrate your understanding of the challenges facing new product managers at various stages of the new product development process. Details for the case submissions are posted on Moodle under the Assignments icon. Throughout the term, your peers and professor will be assessing your contribution to in-class discussions of exercises and case assignments. These assessments will

| TEAM(-E)        | 1<br>Individual Contribution | 2<br>Team Grade | 3<br>Individual Grade |
|-----------------|------------------------------|-----------------|-----------------------|
| Member's name 1 |                              |                 |                       |
| Member's name 2 |                              |                 |                       |
| Member's name 3 |                              |                 |                       |
| Member's name 4 |                              |                 |                       |
| Member's name 5 |                              |                 |                       |
|                 |                              |                 |                       |

**Average 100%**





## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission.