BU4580A Managing New Product Development [10 credits]

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Module organisation

2 hours case discussion/lecture per week; 1 tutorial per week

Module description, aims and contribution to programme

Reducing both the product development interval and production cost while increasing product functionality are critical concerns of managers in many manufacturing firms. The module is designed for students who wish to develop their understanding of the complex management issues associated with the development of new products. The module will be based on a combination of case studies, readings and project work. The cases will challenge students to analyse product development issues in differing industries and countries and to discuss these issues in class. The project will challenge the students to engage with the issues in practice.

Satisfactory completion of this module will contribute to the development of the following key skills:

- to analyse product development management issues in differing industries and countries.
- to apply audit instruments, to interview management and staff, to gather documentary data, and to analyse and to feed back the results of the analysis to the target firm
- to meet deadlines, work well as a member of a team and to demonstrate good communication skills
- to demonstrate substantial understanding of the interaction between the component parts in the development process, and of the way in which such an understanding can be developed

Learning outcomes

On successful completion of this module students should be able to:

1. identify and to understand the contributors to shorter development lead times and increased flows of marketable and manufacturable new products
2. identify and to understand the choices in structuring the development process, and the integration of differing functional capabilities during the development process
3. develop specific and actionable recommendations to managers to improve a product development process including: a description of the proposed action; time scale for introduction; resources required; knock-on effects anticipated in other areas; measures of performance of the change; expected outcomes.
4. work effectively as an individual in a team focused on reviewing the performance of a product development process

Module content

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Assessment

Project: Working in teams, students will prepare a series of reports on the practice of product development in a firm of their choice. The reports should reflect the issues and concepts which will have been addressed in the module. The tutorials will be used to discuss the project process and performance.

The project accounts for 60%, of overall grade

1 x 2-hour end of year examination - 40%

Required textbook

The module will be based on a combination of case studies and readings. The case studies will be sold through the Trinity Business School. Readings will be available from four sources: online from the Library E-Journals, online from the Senior Sophister Intranet, online from The Product Development and Management Association, and from the Library Reserve Collection at the Lecky Library.

Further information

See module Blackboard site