PRODUCT DEVELOPMENT & MANAGEMENT (MAR 6833)—MSE09

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Materials:  
Readings
Class Notes
Book: Crossing the Chasm
Business Articles

Description:  Product development resides at the center of entrepreneurship but is also an increasingly important activity in most established firms. Success at product development often determines the fate of both the entrepreneur and the firm. Unfortunately, an astonishingly large percentage of new products fail, and the cost of failure in terms of money and time can be enormous. Our objective is to become as proficient as possible at managing the product development process. Given the track record of even very sophisticated firms, there is no obvious formula for success. However, this course should provide you with a structured way of thinking about product development. It will also provide you with an up-to-date “toolbox” for developing new products.

In terms of course conduct, I will lecture on the topics we cover, and you will read a variety of articles. Many of the readings are in your packets, but a few others will be distributed. To keep everyone on schedule and to level the workload, I will quiz you about the readings. I have tried to pick readings that are interesting, managerial, and mostly non-technical. The anticipated schedule is provided on the next page.

It is traditional in Product Development courses that students complete a project. We will follow tradition. The goal is to get some hands-on experience with the different phases of the development process, particularly idea generation and design. The nature of the project will become clearer as the course progresses.

Evaluation:  It is preferable to avoid large and formal exams. Thus, the following components will comprise your responsibilities:
• Quizzes on the readings and notes ~66%
• Project ~33%

Per University requirements, I am obliged to inform you that this course follows general University policy regarding academic honesty and accommodations for students with disabilities.
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<tr>
<th>DATE</th>
<th>LECTURE TOPIC</th>
<th>ASSIGNMENT</th>
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<td>October 18-19</td>
<td>Idea Generation 1-7</td>
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<td>Consumer Analysis (a)</td>
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<td>Product Design 8-11</td>
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<td>November 8-9</td>
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Readings:
1. Turn Customer Input into Innovation
2. Storytelling/Hidden Minds
3. Putting Customers into the “Wish Mode”
4. Creating Breakthroughs at 3M
5. Spark Innovation Through Empathic Design
6. Disruptive Technologies: Catching the Wave
7. Design Thinking
8. Emotional Design (chapter 3)
9. The Customer-Centered Innovation Map
10. The House of Quality
11. Service Blueprinting
12. Industrial Market Research: Beta Test Site Management
13. Disciplined Entrepreneurship
14. Reducing the Risks of New Product Development
15. Scenario Planning: A Tool for Strategic Thinking
16. The Buzz on Buzz
17. Crossing the Chasm (chapters 1 & 2)
18. Eager Sellers and Stony Buyers

Cases:
(a) Sweetwater
(b) Coca-Cola
(c) Optical Distortion, Inc.