

Course title	New Product Development
Course code	
Type of course	Optional
Level of course	Postgraduate
Year of study	2nd
Semester	Third (3o)
ECTS credits	5
Name of lecturer(s)	Despina Karayanni, Assistant Professor
Aim of the course	New Product Development (NPD) is a process that crosses horizontally various organizational functions. This course examines this process from the point of marketing and identifies key aspects of communication with the departments of production, finance, organizational politics and business strategy. Despite that this course provides a general view of the whole NPD procedure, it places special emphasis on the evaluation of concepts that take place at the initial stage, especially before the determination of the development feasibility of the prototype. Thus, this course, to a high extent, deals with the emersion of concepts and how a manager may choose the best of them and implement them.
Learning outcomes	At the end of this course the student will be able to: <ul style="list-style-type: none"> 1) Get familiar with the strategies, outlines, study tools and research designs that are regarded as best practices in NPD (goods and services). 2) Provide the students the opportunity to apply these concepts and methods in order to evaluate a specific product concept, adapting the empirical knowledge to their own needs

	and interests.
Competences	At the end of this course the student will be able to design a complete strategic plan of research and development of a new product (good or service) and to support its successful implementation, considering the optimal solution of manufacturing, cost efficiency and launching.
Prerequisites	Marketing Principles
Course contents	<ul style="list-style-type: none"> • Introduction to NPD, Innovation and Entrepreneurship • Successful NPD Management and NP Portfolio Management • Design for Manufacturability (DFM) / Cost Efficiency • Listening to Customer Needs • Creating Value through Innovation • Disruptive Technologies • New Product Development through the Internet, the Virtual Customer • Creativity, Ideation, Concept Selection, Lateral Thinking • Industrial Design, Mass Customization

	<ul style="list-style-type: none"> • Prototyping • Market Testing and Launching
Recommended reading	<ul style="list-style-type: none"> • Robert G. Cooper, Scott J. Edgett & Elko J. Kleinschmidt, 2002, Portfolio Management For New Products, ed. Basic Books. • Joe Tidd & John Bessant, (2013), Managing Innovation: Integrating Technological, Market and Organizational Change, ed Wiley. • Kenneth B. Kahn, 2012, The PDMA Handbook of New Product Development, ed. Wiley. • Robert G. Cooper, 2001 Winning at New Products: Accelerating the Process from Idea to Launch, ed. Basic Books. • Robert G. Cooper, 2011, Winning at New Products: Creating Value Through Innovation, ed. Basic Books. • Jack Greene, 2013, Industrial Engineering: Theory, Practice & Application: Business and Production Management, Productivity and Capacity, ed. CreateSpace Independent Publishing Platform.
Teaching and learning methods	Lectures, powerpoint presentations and videos, case studies, written essay, final written exam.
Assessment and grading methods	Case study 35% Written essay 35% Written exam 30%
Language of instruction	Greek