

Course	Creativity and Entrepreneurship in New Product Development from the Silicon Valley's Perspectives, 3 ECTS credits
Year and period	M.Sc. 1-2, 15-19 July 2019
Teacher(s)	Subin Im, Professor, Yonsei Business School, Korea
Person(s) in Charge	Olli Kuivalainen, Professor, LUT University
Aims	<p>Learning outcomes:</p> <ul style="list-style-type: none"> - To understand important elements of marketing strategy that is related to product management. - To develop an in-depth understanding of new product/service development and management. - To understand and utilise a process-oriented framework for making new product/service development decisions. - To enhance business communication skills through preparation and presentation of new concepts for products and services via prototyping as well as its marketing plan.
Content	<p>This course is designed to explore two critical business topics related to product management strategy in marketing:</p> <ul style="list-style-type: none"> - the design and development of new ideas for product/service innovations - the management of new and existing products and services for sustainable business. <p>First, topics in new product development include idea generation and screening, design, planning, and prototyping, and new product roll-out, as well as the development of marketing strategies and implementation plans for new products and services.</p> <p>Second, management of new and existing products involves in integration of new products into the product line, management of the marketing mix, quality of service, and customer development strategies. Throughout this project-based course, the importance of creativity, innovation and entrepreneurship will be emphasised as the sources of initiating and managing new products and innovation.</p>

Modes of Study	<ul style="list-style-type: none"> - Lectures and in-class learning activities and assignments 28 hours - Preparation for lectures and assignment 30 hours - Preparation for the exam, and exam 22 hours <p>Total workload 80 hours.</p>
Evaluation	<p>Final grade 0-5. Evaluation 0-100 points:</p> <ul style="list-style-type: none"> - Final exam 30 points - Group project 20 points - In-class projects 5 points - Group case studies 10 points - Individual projects 20 points - Class-participation 15 points
Study Materials	<ul style="list-style-type: none"> - Main Textbook: C. Merle Crawford and C. Anthony Di Benedetto, New Products Management, 10th ed. Irwin McGraw-Hill. - The additional reading materials from academic and business press articles (i.e., case, magazine, newspaper, and journal articles) will be distributed through the class time prior to the class discussion.
Prerequisites	<p>Previous studies in marketing recommended.</p>