COURSE DETAIL

NEW PRODUCT DEVELOPMENT AND INNOVATION

Country
United Kingdom - England

Host Institution
University of Manchester

Program(s)
University of Manchester

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
125

UCEAP Course Suffix
N

UCEAP Official Title
NEW PRODUCT DEVELOPMENT AND INNOVATION

UCEAP Transcript Title
NEW PRODUCT DEVELOP

UCEAP Quarter Units
4.00

UCEAP Semester Units

2.70

Course Description
This course focuses on the strategic management of technology development and acquisition in the modern business organization for the purpose of developing new products. The course covers the fundamentals of the nature of innovation and new product development. Students examine strategy, the nature of technological knowledge, how firms manage new product and process development, how they organize and manage research and development, the importance of learning from others, collaborative arrangements for innovation, how to profit from innovation, and the dynamics of competing technologies.

Language(s) of Instruction
English

Host Institution Course Number
BMAN20821

Host Institution Course Title
NEW PRODUCT DEVELOPMENT & INNOVATION

Host Institution Course Details
https://documents.manchester.ac.uk/display.aspx?DocID=51051

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed
2023-2024

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