

# 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 AND INNOVATION

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

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