

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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