

COURSE DETAIL

NEW PRODUCTS DEVELOPMENT AND MANAGEMENT

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

160

UCEAP Course Suffix**UCEAP Official Title**

NEW PRODUCTS DEVELOPMENT AND MANAGEMENT

UCEAP Transcript Title

NEW PRODUCT MGMT

UCEAP Quarter Units

3.50

UCEAP Semester Units

2.30

Course Description

The course presents how the basic theories and methodological tools of marketing fit into the different phases of business activities, including new product, concept screening, product development, and market introduction. The course covers the management system of new product development from the perspective of marketing. The course provides an introduction to the new product development process; a systematic description of the strategic thinking of new product development; discussion of business activities related to product conception; discussion of theoretical knowledge related to product concept evaluation and methodological tools; discussion of relevant business activities during the product development design phase; and discussion of relevant business activities for new products entering the market.

Language(s) of Instruction

Chinese

Host Institution Course Number

MANA130058

Host Institution Course Title

NEW PRODUCTS DEVELOPMENT AND MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

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