

## 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 Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Management

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