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 phrases 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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