

COURSE DETAIL

NEW PRODUCTS MANAGEMENT

Country

United Kingdom - England

Host Institution

University of Sussex

Program(s)

University of Sussex

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

149

UCEAP Course Suffix

N

UCEAP Official Title

NEW PRODUCTS MANAGEMENT

UCEAP Transcript Title

NEW PRODUCT MGMT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Students learn how important it is for organizations to continuously develop new and improved products so they are not left behind in the market. Students explore why product development is a risky business and why many new products fail. You discuss the main issues faced by firms at each stage of the development process.

Language(s) of Instruction

English

Host Institution Course Number

N1587

Host Institution Course Title

NEW PRODUCTS MANAGEMENT

Host Institution Course Details

<https://www.sussex.ac.uk/study/modules/undergraduate/2023/93202-new-products-ma...>

Host Institution Campus

University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

2023-2024

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