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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