COURSE DETAIL

PRODUCT DEVELOPMENT

Country
United Kingdom - England

Host Institution
University of London, Queen Mary

Program(s)
University of London, Queen Mary

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
127

UCEAP Course Suffix
N

UCEAP Official Title
PRODUCT DEVELOPMENT

UCEAP Transcript Title
PRODUCT DEVELOPMENT

UCEAP Quarter Units
6.00

UCEAP Semester Units

4.00

Course Description

The course builds upon all areas of business and their related theories that are introduced by ELE402 Enterprise Management. These include the roles of personnel, marketing, sales, and production. The roles of these departments is further developed in terms of the introduction of a new product and the impact of the business on the development of that product and vice-versa, i.e. the implication of success and failure, risk assessment etc.

Language(s) of Instruction
English

Host Institution Course Number
ECS622U

Host Institution Course Title
PRODUCT DEVELOPMENT

Host Institution Course Details
https://www.qmul.ac.uk/modules/

Host Institution Campus
Mile End

Host Institution Faculty
Electronic Engineering and Computer Science

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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