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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