

# 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 Campus**

Mile End

### **Host Institution Faculty**

Electronic Engineering and Computer Science

### **Host Institution Degree**

### **Host Institution Department**

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