CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA ___BUSINESS & ECONOMICS____

1. MKT 411 New Product Development and Management (3)
Three Hours Seminar Per Week
Prerequisites: MKT 310

Develops the managerial skills and perspectives that contribute to innovative and entrepreneurial new product development and management. Topics include analysis of consumer needs, market analysis, paradigmatic limits to thinking, new product design and development, creativity, innovation, forecasting, resource requirements, product liability issues, and managing new ventures. Managerial roles, team building, team facilitation will also be emphasized.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	_______	_______	______
Seminar	___3_____	___1_____	___25_____
Laboratory	________	________	________
Activity	________	________	________

3. Justification and Learning Objectives for the Course.

This required course in the Entrepreneurial Emphasis in Business will develop the skills and perspectives that contribute to innovative and entrepreneurial management. Innovation has become essential with the acceleration of competition brought on by the Internet and internationalization of markets. Every business now competes with counterparts that may be around the corner, around the world, or in cyberspace. Graduates of the 21st century must be more innovative and entrepreneurial to manage successfully. The new product development process is at the heart of business innovation. Every business, even services, must continually refresh or adapt their product offerings to better serve customers.

Learning Objectives
Students who successfully complete this course will be able to:

- Recognize the paradigmatic limits to thinking
- Apply different methods of concept generation based on customer needs
- Formulate ideas into new business concepts
- Develop ideas through several iterations of inductive and deductive analysis
- Identify critical business problem areas
- Design and implement research to solve problems
- Analyze and synthesize research conclusions
- Perform a business potential analysis for a new concept
- Develop a product positioning/benefit segmentation analysis
- Develop a strategic marketing plan
- Recognize and adopt different group roles
- Facilitate a creative group

4. Is this a General Education Course YES NO
If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

5. Course Content in Outline Form.

1. New Products in a Historical Context
2. The Use of Metaphor in Understanding Markets and Organizations
3. The Importance of Innovation and Creativity
4. The New Product Design and Evaluation Process
5. Group Facilitation
6. Managing New Ventures
7. New Product Concept Generation Methods
8. Concept Screening and Evaluation
9. Concept Testing
10. Product/Service Positioning
11. Market Forecasting
12. Competitive Analysis
13. Marketing Plan Development
14. Product Liability
15. Market Scenarios
16. The New Product Proposal

6. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Merle Crawford and Anthony Di Benedetto. New Products Management, Seventh Edition. McGraw-Hill, 2003.
George S. Day and Paul Schoemaker. Managing Emerging Technologies, John Wiley, 2002.
R. Buckminster Fuller, Inventions, St. Martins, 1983.
Owen Edwards, Elegant Solutions, Crown, 1989.
Tom Kelley, The Art of Innovation, Currency Doubleday, 2001.
Donald R. Lehmann and Russell S. Winer. Product Management, Third Edition. McGraw-Hill, 2002.
Gary S. Lynn, From Concept to Market, John Wiley, 1989.
Edward B. Roberts, Innovation: Driving Product, Process, and Market Change, MIT Sloan, Jossey-Bass, 2002.
Glen L. Urban and John R. Hauser, Design and Marketing of New Products, Simon and Schuster, 1993.
Kees Van Der Heijden, Scenarios: The Art of Strategic Conversations, John Wiley, 2002.

7. List Faculty Qualified to Teach This Course.

Dr. William Cordeiro
Dr. CB Claiborne
Business Faculty

8. Frequency.

a. Projected semesters to be offered: Fall __1___ Spring __1___ Summer _____

9. New Resources Required.

a. Computer (data processing), audio visual, broadcasting needs, other equipment
b. Library needs
c. Facility/space needs

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

_William Cordeiro____
Proposer of Course Date