



# Business Administration

Course Number:	<b>BUAD 415</b>
Course Title:	<b>NEW PRODUCT DEVELOPMENT</b>
Credits:	3
Calendar Description:	This course explores the process of taking a good or service product from the idea stage to the commercialization stage. Using a go/no-go approach to decision-making, it examines the role of competitive intelligence, intellectual property, venture capital, prototyping, and technology transfer in the new product development process. During the course students will use case study analysis, computer simulations, and will develop a new product development strategy for an actual good or service.
Semester and Year:	<b>Winter 2015</b>
Prerequisite(s):	BUAD 340 and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective – BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Development Date:	
Revision Date:	November 2010
Chair's Approval:	

**Professors**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
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**Learning Outcomes**

Upon completion of this course students will be able to:

- Complete a review of the state-of-the-art for a new product
- Perform competitive intelligence using the internet
- Complete a proof-of –concept analysis
- Complete a benefit-cost analysis
- Develop a prototype and pre-production strategy
- Develop a commercialization strategy and
- Use consulting skills to prepare a comprehensive strategic plan

**Course Objectives**

This course will cover the following content including:

See weekly schedule.

**Evaluation Procedure**

New Product Development Term Project:	
New Product Development Stages	20%
Term Project Strategic Plan	15%
Exercises and Cases:	
Team Exercises * Class Discussion	10%
Team Case Analysis & Class Discussion	20%
Midterm Exam*	25%
Class Participation	10%
Total	100%

\* Students must receive 50% on the Midterm exam to pass the course.

## Notes

**New Product Development Term Project (35% of grade)**

You will work in teams. The team will complete term project throughout the course. Details of each are posted on Moodle under the Assignments icon. The timing for each part of the term project is recorded on the course outline.

**Mid-term Exam (25% of grade)**

During the term there will be a mid-term exam (20 marks). There is no final exam because of the time required to develop the new product development project, which is the major project for the course. The exam will test your comprehension of new product development concepts, and your application of critical thinking and problem-solving skills to 'real-life' situations. You must achieve 50% grade on the exam to pass the course.

**Exercises and Cases (30% of grade)**

During the term you will complete and submit two (2) team exercises (worth 10 marks) and prepare four (4) case analysis (worth 20 marks) for discussion in class. The 2 exercises demonstrate your understanding of the proof-of-concept process and the role of intellectual property (IP) in new product development. Details for each exercise are posted on Moodle under the Assignments icon. The 4 cases deal with "real-life" situations and demonstrate your understanding of the challenges facing new product managers at various stages of the new product development process. Details for the case submissions are posted on Moodle under the Assignments icon. Throughout the term, your peers and professor will be assessing your contribution to in-class discussions of exercises and case assignments. These assessments will influence your exercise/case grades.

**Class Participation (10% of grade)**

Your participation mark is based on the quality and consistency of your preparation for and contribution during the class sessions. Your in-class participation will be graded as follows: 6 marks for outstanding quality and contribution, 4 marks for good quality but infrequent participation, and 2 marks for low to no contribution. Absences will be recorded as 0 marks for participation.

**Performance Schedule**

A performance schedule (below) is required the New Product Development term project (above). In column 1 (Individual Contribution), the percentage allocated to any team member can vary between 80% and 120% (whole numbers only). No more than two individuals are allowed the same allocation and total contributions must average to 100%. An individual contribution of '0' percentage is to be assigned if a team member does not participate for any reason (where a '0' is allocated, exclude the member from the team's average).

The team leader in consultation with other members is to complete column 1 in the table below. A completed schedule is to be attached to each assignment submission. Your instructor will complete columns 2 and 3.

TEAM (A-E)	1 Individual Contribution	2 Team Grade	3 Individual Grade
Member's name 1			
Member's name 2			
Member's name 3			
Member's name 4			
Member's name 5			
<b>Average</b>	<b>100%</b>		

All members are to sign the completed Performance Schedule. If the team is not in agreement than the mark assigned by the Professor will apply to all group members. A sample of the completed performance schedule is provided below.

TEAM (A-E)	1 Individual Contribution	2 Team Grade	3 Individual Grade
Member's name 1	99%		
Member's name 2	107%		
Member's name 3	102%		
Member's name 4	88%		
Member's name 5	104%		
<b>Average</b>	<b>100%</b>		

**Required Texts/Resources**

1. Strategic Management I - Part 1: Concepts 2013. McGraw-Hill Create custom text. (this is the same text that you used in the prerequisite to this course, BUAD 340 Strategic Management)

2. Selected Cases available for purchase in a custom course pack from bookstore

## COURSE SCHEDULE:

Date		Topic	Textbook
Dates:		Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes	
Jan	9	<b>Introduction</b> Course outline and expectations Introduction to Management Consulting Introduction to New Product Development - Valuation of new products - The three stages of NPD <sup>1</sup> - The work of each NPD stage <b>Begin New Product Development Project</b>	<ul style="list-style-type: none"> <li>• NPD website – Introduction to New Product Development</li> </ul>
	16	<b>Strategic Direction</b> - Environmental scan - Vision, Mission, Values - Competitive strategy <b>Part 1; NPD Proposals Due</b>	<ul style="list-style-type: none"> <li>• Thompson, Strickland text, Chapters 3, 4, 5, 6</li> <li>• NPD website – Stage 1</li> </ul>
	23	<b>Proof-of Concept (Go/No Go Point)</b> - State-of-the-art - Market assessment - Technology issues - Economic factors - Benefit/cost analysis Computer Lab Exercise	<ul style="list-style-type: none"> <li>• Note on Patents (case package)</li> <li>• NPD website – Stage 2</li> <li>• Industry Canada patent server</li> <li>• U.S. Patent Server</li> <li>• Google patent search</li> </ul>
	30	<b>Intellectual Property – Part 1</b> - Patent Computer Lab Exercise <b>Patent case study</b> <b>Exercise 1 - Patent Search Due</b>	<ul style="list-style-type: none"> <li>• CIPO<sup>2</sup> publication</li> <li>• NPD website</li> <li>• Patent Case: HOPAX (A)</li> </ul>
Feb	6	<b>Intellectual Property – Part 2</b> - Trade secret - Trade-mark - Copyright - Industrial design - Integrated circuit topography <b>Exercise 2: Benefit/Cost Due</b> <b>Part 2: Strategic Direction Due</b>	<ul style="list-style-type: none"> <li>• CIPO publications</li> </ul>
	9 - 13	Reading Break	
	20	<b>Pre-production – Part 1 (Go/No Go Point)</b> - Technology (R&D), Marketing, Operations, Human Resources, Financial issues Computer Lab Exercise <b>Part 3: Proof-of-concept Report Due</b>	<ul style="list-style-type: none"> <li>• Note on Venture Capital (case package)</li> <li>• Note on TSX Venture Exchange (case package)</li> <li>• NPD website – Stage 3</li> </ul>
	27	<b>Pre-production – Part 2</b> - R&D financing sources - Financing process (deal flow) <b>Venture capital case study</b>	<ul style="list-style-type: none"> <li>• B.C. Venture Capital Website</li> <li>• Venture Okanagan Website</li> <li>• Venture capital case study: RSSWORKS Inc.</li> </ul>

<sup>1</sup> New Product Development<sup>2</sup> Canadian Intellectual Property office

Course Schedule (con't)

Mar	6	<b>Mid-term Exam – 3 hours</b>	
	13	<b>Commercialization – Part 1</b> - The technology transfer option <b>Part 4: Prototype and Preproduction Strategy Due</b>	<ul style="list-style-type: none"> <li>• Note on International Licensing (case package)</li> <li>• NPD website – Stage 4</li> </ul>
	20	<b>Commercialization – Part 2</b> - The “Build” option - The Acquisition/Strategic Alliance option Computer Lab Exercise <b>Technology Transfer Case Study</b>	<ul style="list-style-type: none"> <li>• NPD website</li> <li>• Technology transfer case study: Licensing of ApoEp1.B Peptide Technology</li> </ul>
	27	<b>Commercialization – Part 3</b> - Financing (IPOs) Computer Lab Exercise <b>Financing Case Study</b>	<ul style="list-style-type: none"> <li>• Note on Valuing a Biotech Company (case package)</li> <li>• NPD website</li> <li>• Financing case study: KTM.</li> </ul>
Apr	3	Easter <b>Part 5: Commercialization Strategy Due Apr 2</b>	
	10	<b>Implementation</b> - Performance management <b>Project Presentations Begin</b> <b>Project Presentations Continue</b> <b>Part 6: Strategic Plan Due</b>	<ul style="list-style-type: none"> <li>• NPD website</li> </ul>
Apr	17 – 25	Final Exam Period (No Final Exam)	

Students are required to access Moodle on a regular basis for any changes.

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.