MATS 20450 New Product Development
Programme of Study and Assessment

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Introduction

This module focuses on the new product development process and the dynamics of teams developing new products.

The delivery of the lectures and your assessment will focus on the building of an innovative new product development team both at a theoretical and practical level.

Semester 1

There are three key themes that the weekly lectures will cover these are;

- Innovation in the context of organisational culture, leadership and strategy
- New product development
- Team building

Within the these broad topic areas are sub-themes that will be interwoven with each other in order to ensure a better outcome from your assessment.

Semester 2

There are no formal lectures but I will be meeting with each team, depending on numbers, on a weekly basis. The objective of the team meeting is for me to ensure you are progressing with your group assessment.

Useful references

Adair, J. (1986). Effective Team Building: How to Make a Winning Team. Gower.

Johnson, G. Scholes, K. Whittington, R. (2008). Exploring Corporate Strategy 8th Edition. FT Prentice-Hall

Kotler, P. Keller, K. L. (2006). Marketing Management 12th Edition. Pearson Prentice Hall.

Levin, P. (2006). Successful Teamwork. Open University press.

Trott, P. (2004). Innovation Management and New Product Development 4th Edition. Pearson Education.

West, M, A. (2008). Effective Teamwork: Practical lessons from Organisational Research 2nd Edition. BPS Blackwell.

Assessment

There are three pieces of coursework designed to assess your academic, practical and team working skills in relation to new product development.

The assessment will take the form of an individual assignment in semester 1 and a group project with an individual element in semester 2.

Semester 1 Assessment 50% of total marks (individual work)

Task

Critically evaluate the relevance of a cohesive team to the development of new products in innovative organisations.

In the context of your discussion reflect on the possible problems you might encounter in a student team, for your group work, during the second part of your assessment

Guidance

You must conduct a **literature review** on the new product development process and team building. This does not mean books it means **academic journal articles**.

However don't separate your points, you must produce an integrated coherent discussion because I want you to demonstrate to me that working through the new product development process is complex needing team members with different skills at different stages of the process but crucially working together as one.

You might find yourself arguing that because in some cases innovative ideas depend on creative individuals team working may put a strain on the process, this of course may vary dependant on the industry.

Remember there is not one right answer I want you to construct an argument based on the literature.

The above must be written in the third person and correctly referenced. For the final part where you anticipate problems with your team you may write in the first person, however this will be a relatively short section.

Word length: 2000

Hand in date: Monday 14th December 2009

Semester 2 Assessment (40% marks for group work 10% individual)

Forming Your Group

During the first week of semester 2 students will stand up in class and 'pitch' themselves in order to attract other students to form a team with.

You will be given one minute to do this. During the 'pitch' you should cover the following:

- Who you are
- What qualities you will bring to group work
- A general idea for a new product
- Closing strap line

Group Task

As a team you are to create a new textile based product and produce a report on the process through from **Idea Generation** to **Market Testing**.

Word length: 5000

Individual Task

Reflect on the group project with reference to your literature review from **semester 1**.

Word length: 750

Hand in Date for Both Group and Individual Assignment: Monday 3rd May 2010

MATS 20450 New Product Development
Semester 2 Assessment

The Pitch

In order to be part of a team for the group project you must present your **'PITCH'**. You will stand up in class and have **one minute** to 'sell' yourself, your individual and team working qualities to other students.

You are advised to cover the following:

- Who you are
- What qualities you will bring to group work
- A general idea for a new product
- Closing strap line

You are also advised to write your profile down on a piece of paper, making copies so that after your 'pitch' interested students can have a copy of your details. Make sure you have your contact details on your sheet, mobile number and e-mail.

Pitches will take place in class time on Friday 4th and 11th December 2009

Please bring your student card because you will be called by number and recorded accordingly. **YOU WILL NOT BE ABLE TO JOIN A GROUP IF YOU DO NOT PRESENT A 'PITCH'**. This will hamper your assessment for next semester.

During the first class back in February 2010 you will be providing me with your group list and the individual profiles of each group member for my approval of the make up of each group.

Paul Cowell
27th November 2009

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Group Task (40%)

As a team you are to create a new product/service and produce a report on the process through from **Idea Generation** to **Market Testing**.

The report should contain the following sections:

Front Cover

The title of your project together with all team member names and their ID number

Table of Contents

Clear numbering of pages and sections.

Executive Summary

This gives the reader an overview of what to expect in the report and is usually typed in italics. Should be about 200 words at most.

Introduction

Sets the scene for the project itself, describes the processes that the team engaged in.

Idea Generation

In this section you discuss the ideas that were generated by the team for the new product, the thinking behind the ideas, for example what need does it meet, how might it perform a task better than an existing product.

It is essential that the creativity of each individual team member is identified in the section.

Idea Screening

Assess each idea on its merits and by the process of elimination and with your justifications arrive at the idea the team want to go with. You should be very candid about the interactions between team members as it is likely there will be considerable disagreement.

Concept Testing and Development

You will test the product/service with members of the target audience. This can be quite difficult with consumers as they are not very imaginative so pictures, diagrams and full descriptions will be required. You will be learning how to do this in Marketing Research but you are expected to conduct qualitative research for this stage of your project and report your findings and based on the analysis decide if you can progress.

Marketing Strategy

Assuming the previous section provided evidence of a market for your product/service this section deals with a description and analysis of the target market and how you are going to position the product/service in the minds of the customer. It is expected that you produce a marketing plan (in the appendix), with a resume here and project possible sales and market share over a period of time.

If your idea doesn't pass the previous stage then you **must** go back to the **Idea Generation/Screening** stages and **Concept Test** another idea.

Product Development

It is quite likely and hopeful that you won't need to return to **Idea Generation** because at the **Concept Testing** stage you will have had sufficient feedback from members of the target audience that will enable you to modify your idea into a product/service the customer wants. Better teams will apply the QFD model but at least you should demonstrate in this section how you have matched customer requirements with the attributes of your product/service.

Market Testing

You need to test reaction to the product/service, how much to charge for it, how to best promote it. In other words you need to test it in terms of the main elements of the marketing mix.

Conclusion

Pull together all your research and make a decision as to how you will market the product/service and the likelihood of success

References

List all your sources and identify them correctly in the main body of the report

Appendix

For all the material that you think the reader might like to see but it is not essential that they do. All essential material (graphs, tables etc), must go in the main body of the report

Please Note

With the Idea Generation to Market testing sections you must link your discussion to relevant theory, theory that you should have referred to in your individual assignments.

Word length: 5000

Individual Task (10%)

Reflect on the group project with reference to your literature review from **semester 1**.

Word length: 750

Hand in Date for Both Group and Individual Assignment: Monday 3rd May 2010

Please note when you hand in your report you are required to bind each individual **Reflection** for the group members to the group report and hand in as one piece of work. Failure to include your reflection with the group report will result in the **LOSS OF THE 10% OF YOUR MARKS**. No excuses will be accepted.

Paul Cowell
27th November 2009

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