



2348- New Product Development

Pre-experience Masters Programs

Instructor: Prof. Luís Filipe Lages

Short Biography: Luis Filipe Lages (PhD, Warwick) is Associate Professor with “Agregação” at NovaSBE. He held visiting positions in several leading schools across the globe, including MIT-Sloan School of Management, Stanford-GSB, London Business School, MIT-Engineering School. He has consultancy experience in both business and governmental forums. His fields of interest are innovation management, technology transfer to the market, marketing strategy, and international marketing.

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COURSE AIMS

Students should learn about managerial practice in new product development (NPD) and how to put in practice the new product and/or service development process. This course, will discuss the process of design and marketing new products and how NPD analytic methods can reduce risks and improve the possibilities of successful market launch.

COURSE CONTENT

Classes will consist of discussions about both the theory and its applications. They will be extremely practical. Some classes will be entirely reserved to the development of the final coursework. Students are expected to participate in class. In order to provide practical advice and help launch students on a successful new product development path, we will use several case-studies and videos as a support. The following topics will be covered:

The IDEO Approach and the Innovation Process
The New Product Development Process
Adoption and Diffusion of Innovation
Value Innovation and Blue Ocean Strategy
Innovation in Services

LEARNING OBJECTIVES

On completion of this course a student should be able to:

A. Knowledge and Understanding:

- The importance of considering stakeholders' needs and requirements,
- How to increase value for customers and the company while also lowering costs.

B. Subject-Specific Skills:

- to become familiar with new product development practices in modern organizations,
- to become aware of the process of new product development,
- to develop a value innovation proposition that not only drives innovation for existing customers and new customers, but reduces unnecessary costs to achieve better performance.

C. General Skills:

- the value of taking in consideration all the stakeholder's voice,
- the value of interacting and working with people with mixed backgrounds and nationalities.

ASSESSMENT

30%- Presentation of final coursework + group report (NPD steps)

20%- Presentation of assigned case-study

Very important: It is required at least a grade of 8/20 in each of the previous components to be possible to attend the exam.

50%- Final exam (mandatory)

Adjustments of 2 points in the final grade (in either direction) can be made, based on the information available such as qualitative participation (e.g. class, blog) and contribution to the group coursework. The general rules of the University apply in case of academic dishonesty and in any situation not foreseen in the above.

BIBLIOGRAPHY

- P. Trott (2008), "Innovation Management and New Product Development", 4th ed. FT.

- Case-study: IDEO: Service Design (B)- Reference: INSEAD 606-013-1

RESOURCES

Some students like to have the slides supporting the class in advance. However, my experience has been that if I give you the slides in advance, I will be forced to follow them and will not be able to adjust to your rhythm/needs, discuss specific requests, and spend the time with you to discuss critical issues. As such, by providing the slides in advance I will have to follow a “production-oriented approach” (which I do not believe in) rather than a “customised & market-oriented approach”. The selection of the final slides for your class will depend on several factors, such as your specific needs, your requests, my current experiences, time-management, level of interaction, and the topics which I feel the class might be more interested in. In any case, you may download *the majority* of the slides that I will be using from: <http://www.lflages.com/innovation> (password: inov). But please note that the final slides which I will use (or not) in the class, might be DIFFERENT and the order ALWAYS suffer changes. I also present additional slides, which I cannot provide due to confidentiality reasons. Hence, please take notes during the classes and use your own filter to decide which slides are relevant for you and build your own notes.

Provisional. Subject to changes.