

**Content**

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
IND357	New Product And Process Development	5	3	0	0	3	4
Prerequisites							
Admission Requirements							
Language of Instruction	French						
Course Type	Elective						
Course Level	Bachelor Degree						
Objective	New product and business development activities are increasingly multidisciplinary and collaborative to foster the development of a marketing innovation and the creation of highly differentiating products/services for the company and its strategic positioning. This course aims to give students managerial and engineering innovation perspectives to focus on the client, the user and all the actors interacting in an innovation process and product/service/business design.						
	Basic concepts of innovation, research and development, new product service and business development						
	Planning of new product, service and business						
	Identify customer needs, quality function deployment (QFD), axiomatic design						
	The innovative design theory CK (Concept-Knowledge Theory) and TRIZ						
	Screening of new product/business ideas and projects						
Content	Value added analysis and value engineering of new product, service and business development						
	Managing the life cycle of a product, service and business						
	Marketing and commercialization of new product and business development						
	Risk Management of new product and business development						
	Economic dimension of new product development and business						
	From mass production to mass customization						
	Effects of sustainability for new product and business development						
	1. Ulrich, K.T., Eppinger, S.D., Product Design and Development, Fourth Edition, McGraw-Hill, 2008.						
References	2. Millier, P., Stratégie et marketing de l'innovation technologique : Lancer avec succès des produits qui n'existent pas encore, 2e édition, Dunod, 2005.						
	3. Ürün Geliştirme Kılavuzu, İstanbul Sanayi Odası, Yayın No: 2011/16 (Güncelleştirilmiş 4. Sürüm).						
	4. Yeni İş Geliştirme Kılavuzu, İstanbul Sanayi Odası, Yayın No: 2011/17 (Güncelleştirilmiş 4. Sürüm).						

**Theory Topics**

Week	Weekly Contents