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.
Content	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 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
References	1. Ulrich, K.T., Eppinger, S.D., Product Design and Development, Fourth Edition, McGraw-Hill, 2008. 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