

## **New Course Announcement – Fall 2014**

### **ECET 4904/6904 New Product Development**

#### *Description*

*Most companies are in business for profit by selling products and/or services. Engineers, as members of the product development team, need to understand the process of developing products from definition to mass production. This is called the NPD process as shown in diagram below, and will be studied closely in this class. To thrive in this ubiquitous commercial environment, an engineer should know how to participate and contribute to the development at all phases, and not just the design and test phases. This means, for example, working with the Marketing team to contribute to the marketing requirements document (MRD), or working closely with manufacturing counterpart to ensure that the design is manufacturable. In this course, we will cover pertinent topics such as stage-gate process, portfolio management, marketing, program management, rapid prototyping, and design for excellence (DFx). The course can be taken by engineering (any discipline) and business students. The outcome of this course is enabling students to be effective members of new product development teams by knowing their roles, activities, deliverables, and interdependencies.*

#### **New Product Development Process**



Faculty – Dr. Hai Ho, ECET Associate Professor, has 25 years of engineering and product development experience from industries such as consumer product goods, RFID, data storage, and aerospace.