York University
Faculty of Liberal Arts and Professional Studies
School of Administrative Studies

NEW PRODUCT MANAGEMENT
AP/ADMS 4235 M Winter 2020

COURSE INSTRUCTOR:

Instructor: Prof. Pilar Carbonell
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Office: 238 Atkinson
Office hours: Before and after class and by appointment

CLASS TIME AND LOCATION

Mondays @ 4:00 pm, ACW 003

COURSE DESCRIPTION:

In order to grow and survive in today's changing marketplace, companies must develop new products and services. However, innovation is risky and a significant percentage of new products fail in the marketplace. This course is designed to answer the question: What can companies do to increase the odds of new product success? The course will introduce you to proven innovation principles and product development frameworks designed to help firms successfully develop and launch new product and services.

The course has a strong applied orientation. Students will have an opportunity to apply, practice and understand the principles and frameworks introduced in the course through the discussion of cases, videos, and in-class exercises, and the completion of a group project. Also, a variety of guest speakers are invited to give presentations and hold discussions with the students.

This course will benefit many students whether they are interested in pursuing careers in new product management, general marketing or entrepreneurship.

COURSE PREREQUESITES

Prerequisites: 1) For students in an Honours program, 72 credits including AP/ADMS 2200 3.00, or 2) other students, a grade of C+ or better in AP/ADMS 2200 3.00. Course credit exclusions: None.

COURSE OBJECTIVES

Upon successful completion of the course, students should be able to:

1. Identify the key drivers of new product success both at the project and business levels.
2. Design an adaptive, agile and accelerated process to develop new products and services.
3. Identity effective ways to encourage creativity in the workplace.
4. Identify sources of breakthrough new product ideas
5. Practice effective new product project selection practices.

6. Generate new product concepts based on deep understanding of customers' needs.
7. Use effective concept testing strategies.
8. Build compelling business cases for new product development (NPD) projects.
9. Select the most appropriate product testing and market launch strategies.
10. Communicate research effectively both in writing and in oral presentations.

REQUIRED TEXTS

- Textbook and supplemental readings:
    - Textbook: Robert G. Cooper, *Winning at New Products: Creating value through innovation,* Basic Books, 2017. 5th edition.
        - The textbook is available for purchase at York Bookstore. An e-copy of the ealier book edition is available through York Library online resources: https://www.library.yorku.ca/find/Record/4097759
    - Supplemental readings: Information on additional course material has been posted on the course Moodle website.
- Online course-kit with cases: In addition to the above, a number of marketing cases will be discussed in class. Purchase information for these cases is posted on the course Moodle site.

GRADE BREAKDOWN

Students' grades will be based on the following assessments:

- Case work and class participation: 15%
- Midterm and final exams: 30%
- Innovation challenge assignment: 7.5%
- Group project: 47.5%

Class participation

During the semester we will discuss various readings, journal articles, business cases and videos. The prevailing expectation is that students will prepare and participate in these activities. In-class participation counts for 50% of the participation grade.

The remaining 50% of the participation grade will be based on the completion of a series of questions connected to the material assigned for discussion. These questions are posted on the course Moodle site. Answers to these questions will be submitted by 3:30 pm of the due day. There is no extension for the submissions of the online case questions; late submissions will not be accepted.

Midterm and final exams (15% each)

The midterm exam will consist of short-answer questions. Materials for the exam will include the textbook, cases, videos, and any supplementary readings assigned by the instructor.

Innovation Challenge assignment

This is an individual assignment. Innovation projects start with a good, meaty challenge. Accordingly, the purpose of this assignment is to identify existing problems within the subject chosen for the group project. A detailed explanation of this assignment will be posted on the course Moodle site and discussed in class.

Group work: The new product project
Students, working in groups, will prepare a business case for a new product concept to be launched into the Canadian market. There are several milestones associated with this project. Detailed guidelines of these milestones are posted on Moodle and will be reviewed in class prior to due dates. Projects will be done in groups of 5 or 6 students. Names of the group members are to be submitted by session 2. Students are not allowed to switch groups after the group formation.

Group projects will focus the subjects listed below. Groups should pick their preferred subject and communicate it to the instructor by week 2. Subjects will be assigned on a first-come, first-served basis.

Subjects for the group project

Living in a big city	Dating	Travelling/Vacationing	Beauty and personal care
Camping and outdoors	Find a job/changing career	Active living	Clean, safe and healthy living/working environments
	Choose your own subject	Healthy eating	Personal finance

Project milestones, weights and due dates

Milestones		Grade weight	Due date
Deliverable 1	In-class group exercise and report	7.5%	February 3 and 5
Deliverable 2	Report	11%	March 9
Deliverable 3	Report and Group presentation	14% and 15%	March 30

Peer evaluations
Peer evaluations will be used to calculate individual grades for group-project work. As a result of this process, some members may find that their grade will go up. Others may find that their grade will go down. All peer ratings are strictly confidential. This is a very important responsibility; please take it seriously and do a fair and honest job. Two peer evaluations will be submitted during the term. You can download the peer evaluation forms from Moodle.

WEEKLY SCHEDULE
The weekly schedule of the course is posted on the course Moodle site. Be sure to check your York email and the course Moodle site frequently to note any minor changes to the weekly schedule.

UNIVERSITY AND COURSE POLICIES

Attendance and Punctuality: Students are expected to arrive in class on time. If you arrive late consistently your participation mark will suffer accordingly. Also, it is recommended that students attend all classes to ensure successful achievement of the intended learning outcomes.

In particular, regular attendance is a necessary condition for a good class participation grade, since if you are absent you cannot participate in class discussion.

Attendance to guest speaker presentations is mandatory; a 15% penalty to your participation grade will be applied for each unjustified absence on these days.

In-class participation: In class participation will be graded based on the quantity and quality of your contributions to class discussions. If you have any concerns about your participation and/or would like to know how you are doing, come and talk to me any time during the term.

Group presentations: There will be no make-up for missing group presentations. Unexcused absences will receive a grade of zero for that particular evaluation. Of note, absent group members do not excuse groups from presenting. If you are missing a group member you should be prepared to present anyway, or you will lose that opportunity.

Penalties for late submission: All course assignments must be handed in to the instructor on (or before) the due date, at the beginning of the class. Assignments handed in late will be penalized with a grade reduction of 10% per day, including Saturdays and Sundays, after a deadline. Penalties may be waived under very exceptional and legitimate circumstances but will require supporting documentation.

Using Integrity in Case Analysis: Any attempt to use case information or reports from earlier semesters or any other source (or providing information to later ones) will be considered as academic misconduct and will be dealt with accordingly.

Missed Feb 3 in-class group exercise. In general, if you miss this exercise you will receive a grade of zero. However, students who experience a misfortune or who are too ill to attend class and participate on the Feb 3 in-class group exercise, will be given the opportunity to transfer the grade weight of this assignment to their midterm exam. No other accommodations will be granted. Documentation justifying absence must be handed in to the instructor or at the School of Administrative Studies' main office (Atkinson 282) within 5 days of the missed class. Absences based on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted. Attending Physician's Statement form: http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf.

Missed midterm exam: In general, if you miss the midterm exam you will receive a grade of zero. Students who have experienced a misfortune or are too ill to attend the midterm exam will be given the opportunity to write a cumulative final exam covering ALL course material since the beginning of the course, the structure of which will be determined by the course director. This exam will be worth 30% of your course grade. In order to be granted this possibility, students must provide supporting documentation no later than five (5) business days from the date of the missed examination. In absence of such an arrangement, the mark on the midterm exam will be a "zero". No other accommodations will be granted. Documentation must be handed in to the instructor or at the School of Administrative Studies' main office (Atkinson 282). Any request to write a make-up midterm exam on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

academic honesty will be investigated and charges shall be laid if reasonable and probable

grounds exist.

Students should review the York Academic Honesty policy for themselves at: http://www.yorku.ca/secretariat/policies/document.php?document=69

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at: https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/

Grading Scheme and Feedback Policy: The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for 'full year' courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit: http://www.yorku.ca/univsec/policies/document.php?document=86

In-Class Tests and Exams - the 20% Rule: For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please visit: http://secretariat-policies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classes-of-a-term-policy/

Reappraisals: Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy

Accommodation Procedures: LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: http://ds.info.yorku.ca/academic-support-accomodations/

Religious Accommodation: York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit:

https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs

Academic Accommodation for Students with Disabilities (Senate Policy): The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Counselling and Disability Services website at http://www.yorku.ca/dshub/.

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit http://www.yorku.ca/altexams/. Please alert the Course Director as soon as possible should you require special accommodations.