



**The Lee Kong Chian School of Business**  
**Academic Year 2023/24**  
**Term 2**

**MKTG215      NEW PRODUCT DEVELOPMENT**

Instructor Name : Dennis Ng  
 Title : Adjunct Faculty of Marketing  
 Email : dennisng@smu.edu.sg  
 Office : LKCSB Level 5 Adjunct Suite

**COURSE DESCRIPTION**

This course is designed to provide students with the intellectual foundation as well as experience of the new product development process. To develop intellectual foundations, students are expected to read the textbook, prepare for case studies, and participate in the class discussions. In addition, to get a real life experience of the new product development process, the students will work in groups for a semester long project. In the project they will identify a customer problem, propose a solution, test the solution and develop a plan for launching the product. At the end of the semester, the students can expect to have a richer understanding of the new product development process.

**LEARNING OBJECTIVES**

By the end of this course, students will be able to:

- Explain and examine the idea generation processes involved in new product development.
- Create and evaluate new ideas that tap into market opportunities.
- Create, analyse, and evaluate the financial potential and risk of their ideas.
- Develop a flair for effectively presenting their ideas.

**PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)**

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

**ASSESSMENT METHODS**

|   |             |                       |
|---|-------------|-----------------------|
| Class Participation (Individual)              | 15 %        | (Throughout the term) |
| Mid-term Test (Individual)                    | 20 %        | (Week 6)              |
| Individual Case Study (Individual)            | 25 %        | (Week 11)             |
| Final Project Presentation and Report (Group) | 40 %        | (Weeks 12-13)         |
| <b>Total:</b>                                 | <b>100%</b> |                       |

**INSTRUCTIONAL METHODS AND EXPECTATIONS**

The course will be taught in the format of seminars and class discussions. There will be a number of academic and practitioner articles that will form the basis of these discussions. You will then apply concepts and theories learnt in class to solve a real-world brand problem with a Sponsor

**I. Class Participation**

- This class is meant to be a forum for discussion and exchange of ideas. Hence, your participation in the class is vital. Here, “participation” means the ability to (i) critically evaluate the readings, (ii) be well prepared for cases, (iii) share your thoughts and raise questions about the course material, and (iv) maintain decorum in the class. (Note: Participation in mandatory class activities is not counted as participation.)

## 2. Group Project – Final Presentation to Sponsor

- The objective of this exercise is to provide you with the experience of the new product development process in the real world by working with a Sponsor. New products are rarely created in isolation. One genius working in an isolated garage is a media myth (Google needed two guys Larry Page and Sergey Brin working in a college dorm room!!!). Therefore, the essence will be on working in groups. You can learn a lot from each other, and also learn about time and people management when working in groups. Please note the following:
  - The bottom line for the project is to present detailed yet simple new product ideas.
  - You are not expected to develop a prototype of the new product. However, you are expected to provide detailed sketches and descriptive text of the products.
  - It is up to the group to convince the Sponsor and the instructor that there is a viable market for the product. This can be done by conducting a short market-survey of the target audience to show that an important problem exists. Or, you can demonstrate that the product concept has intrinsic value and market potential that can lead to higher sales.
  - Teams are expected to have access to at least 30 members of the target audience. This access is required to test the potential for the new product.
  - To ensure equal effort by all members in the team the grades for this project will be moderated according to peer review conducted at the end of the course.
  - The Final Powerpoint presentation should be 15 minutes or less, with a 5 min Q&A. Each member should present their part of the project.
  - The report is due in Week 12 before class.

## 3. Mid-Term Test

- There will be a mid-term test in Week 6. It will be closed-book and consist of multiple-choice questions and two to three short response questions. It will make up 20% of your final grade.

## 4. Final Assignment

- This will be a take-home assignment consisting of a case study with a small reflection component. Students will be given 2 weeks to complete and submit the written document no longer than 4 pages. It will make up 25% of your final grade and due in Week 11.

## CONSULTATIONS AND TEACHING ASSISTANTS

Consultation with the lecturer or TA can be done before and after class – alternatively, time slots can be booked by email.

## CLASS TIMINGS

This course will be taught in 15 3-hour sessions. For consultation, please contact me to make appointment. I can be reached via email.

## RECOMMENDED TEXT AND READINGS

Karl Ulrich, Steven Eppinger and Maria Yang  
**Product Design and Development**, 7th Edition 2020  
 McGraw-Hill

Reference Text:

Merle Crawford and Anthony Di Benedetto  
**New Products Management**, 12<sup>th</sup> Edition 2020  
 McGraw-Hill

Additional readings will be assigned. Students are expected to keep abreast of current developments in the Asia-Pacific region by reading leading business dailies/weeklies like the Asian Wall Street Journal, Far Eastern Economic Review, The Economist, Business Times and Business Week.

## **UNIVERSITY POLICIES**

### **Academic Integrity**

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://oasis.smu.edu.sg/Pages/DOS-WKLSWC/UCSC.aspx>.

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### **Accessibility**

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: SMU Classification: [DSS@smu.edu.sg](mailto:DSS@smu.edu.sg). Please be aware that the accessible tables in our seminar room should remain available for students who require them.

### **Digital Readiness for Teaching and Learning (DRTL)**

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

**SESSION OUTLINE (subject to changes as content is adapted to Sponsors' needs)**

| Week | Topics  | Text Chapter | Activities & Readings   |
|------|---|--------------|---|
| 1    | Overview of Module<br>Introduction & Product Development Process    | 1            | Discussion: Inventions Inspired by Covid19. Available at: <a href="https://www.straitstimes.com/world/from-robots-to-helmets-for-itchy-noses-inventions-inspired-by-covid-19">https://www.straitstimes.com/world/from-robots-to-helmets-for-itchy-noses-inventions-inspired-by-covid-19</a><br>Driving Question: If you were a venture capitalist, which invention would you back? Why?<br><br>Project Overview           |
| 2    | Opportunity Identification  | 3            | Watch ethnography and participant observation video.<br><br><b>Project Sponsor 1 Briefing</b>   |
| 3    | Product Planning<br>Customer Needs<br>Qualitative Research Overview | 4 & 5        | Accelerating product development: The tools you need now. McKinsey quarterly. June 2018.<br><br><b>Project Sponsor 2 Briefing</b>   |
| 4    | Product Specifications  | 6            | Project Consultations   |
| 5    | Concept Generation<br>Concept Selection                             | 7 & 8        | Project Consultations   |
| 6    | Concept Testing   | 9            | <b>Mid Term Test</b>  |
| 7    | Product Development<br>Economics                                    | 18           | <b>Project Sponsor 1 Check-In (Zoom)</b>  |
| 8    | <b>RECESS WEEK</b>  |              | <b>Project Sponsor 2 Check-In (Zoom)</b>  |
| 9    | Design for Environment  | 12           | Case Discussion: Innovate or Dye – How Matex International Innovates for Sustainability (SMU-20-0028)<br><br>The Design Singapore Council<br>Design2025 Singapore Design Masterplan<br><br><b>Guest Speaker from Industry</b>   |
| 10   | Design for Service  | 14           | CNA Lifestyle: Ken Yuktasevvi<br><a href="https://cna.luxury.channelnewsasia.com/people/parable-studio-ken-yuktasevi-singapore-design-198531?fbclid=IwAR3jhddXcFp8PhGWa0eeTv-9SShCl-ZHhN3egzNCahKFdsvpJDXal_-PcM">https://cna.luxury.channelnewsasia.com/people/parable-studio-ken-yuktasevi-singapore-design-198531?fbclid=IwAR3jhddXcFp8PhGWa0eeTv-9SShCl-ZHhN3egzNCahKFdsvpJDXal_-PcM</a><br><br>Project Consultations |
| 11   | Patents and Intellectual Property                                   | 16           | The Intellectual Property Office of Singapore (www.ipos.gov.sg)<br><br>Project Consultations<br><br><b>Individual Assignment Submission</b>   |
| 12   | <b>Final Sponsor Presentation</b>                                   |              | <b>Submission of Group PowerPoint Slides for All Groups</b><br><br><b>Sponsor 1 Group Presentation (No leave to be allowed for this session)</b>  |
| 13   | <b>Final Sponsor Presentation</b>                                   |              | <b>Sponsor 2 Group Presentation (No leave to be allowed for this session)</b>   |