

New Product Development Syllabus

Week/Module	Topics	Release Date
Week 0: Welcome Guide	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ 	31 st July 2023
Week 1: Managing Product Development	<ul style="list-style-type: none"> • Introduction • Business Models for New Products • Managing Product Development 	31 st July 2023
Week 2: Understanding Customer Needs	<ul style="list-style-type: none"> • Identifying New Product Opportunities • Market Research for New Product Development 	11 th August 2023
Week 3: Organizing Product Development	<ul style="list-style-type: none"> • Product Architecture, Design for manufacturing and Prototyping • Organizing for Product Development • Developing Services and Product Service Systems 	18 th August 2023
	Mid – Term Assessment	18 th August 2023 Due Date: 18th September 2023
Week 4: New Product Strategy	<ul style="list-style-type: none"> • Building Markets and Creating Demand for New Products • Intellectual Property Issues in Product Development • New Product Business Plans 	25 th August 2023

	<ul style="list-style-type: none"> • Strategy Consulting for New Products 	
Week 5: Design Thinking for New Products	<ul style="list-style-type: none"> • Designing Products for Emerging Markets • Design Thinking for New Products 	1 st September 2023
	End – Term Assessment	29 th September 2023 Due Date: 29th October 2023

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.