



University of Pretoria Yearbook 2018

New product development 880 (INP 880)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	10.00
Programmes	MEng Technology and Innovation Management (Coursework) MSc Technology and Innovation Management (Coursework)
Prerequisites	No prerequisites.
Contact time	20 contact hours
Language of tuition	Module is presented in English
Department	Engineering and Technology Management
Period of presentation	Semester 1 or Semester 2

Module content

The development of new products is a very important activity within a firm. There is always a high risk of failure but the best companies manage to bring out successful new products on a continuous basis. The module introduces the processes, tools and techniques and strategies used by leading-edge companies for new-product development. It examines different stages of product development, from idea generation to market testing and includes the assessment and selection of appropriate business models. Fourth industrial revolution technologies are considered as well.

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