

University of Pretoria Yearbook 2018

New product development 880 (INP 880)

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| 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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