

APPLICATION FOR COURSE CHANGE (MAJOR AND MINOR)

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

| | | | | | |
|---|----------------|---|-------------------------------------|---|--------------------|
| 1. General Information. | | | | | |
| a. Submitted by the College of: <u>Business and Economics</u> | | Today's Date: <u>1/15/2010</u> | | | |
| b. Department/Division: <u>MBA</u> | | | | | |
| c. Is there a change in "ownership" of the course? | | YES <input type="checkbox"/> | | NO <input checked="" type="checkbox"/> | |
| If YES, what college/department will offer the course instead? _____ | | | | | |
| d. What type of change is being proposed? <input type="checkbox"/> Major <input checked="" type="checkbox"/> Minor ¹ (place cursor here for minor change definition) | | | | | |
| e. Contact Person Name: <u>Mary Lee Kerr</u> | | Email: <u>mkerr2@uky.edu</u> | | Phone: <u>7-1924</u> | |
| f. Requested Effective Date: <input type="checkbox"/> Semester Following Approval | | OR <input checked="" type="checkbox"/> Specific Term ² : <u>2010</u> | | | |
| 2. Designation and Description of Proposed Course. | | | | | |
| a. Current Prefix and Number: <u>MBA 611</u> | | Proposed Prefix & Number: <u>MBA 611</u> | | | |
| b. Full Title: <u>Supply Chain Management</u> | | Proposed Title: <u>New Product Development Management</u> | | | |
| c. Current Transcript Title (if full title is more than 40 characters): <u>Supply Chain Management</u> | | | | | |
| c. Proposed Transcript Title (if full title is more than 40 characters): <u>New Product Development Management</u> | | | | | |
| d. Current Cross-listing: <input checked="" type="checkbox"/> N/A | | OR | | Currently ³ Cross-listed with (Prefix & Number): _____ | |
| Proposed – <input type="checkbox"/> ADD ³ Cross-listing (Prefix & Number): _____ | | | | | |
| Proposed – <input type="checkbox"/> REMOVE ^{3,4} Cross-listing (Prefix & Number): _____ | | | | | |
| e. Courses must be described by <u>at least one</u> of the meeting patterns below. Include number of actual contact hours ⁵ for each meeting pattern type. | | | | | |
| Current: | _____ Lecture | _____ Laboratory ⁵ | _____ Recitation | _____ Discussion | _____ Indep. Study |
| | _____ Clinical | _____ Colloquium | _____ Practicum | _____ Research | _____ Residency |
| | _____ Seminar | _____ Studio | _____ Other – Please explain: _____ | | |

Comment [OSC1]: Excerpt from SR 3.3.0.G.2
Definition: A request may be considered a minor change if it meets one of the following criteria:
a. change in number within the same hundred series;
b. editorial change in the course title or description which does not imply change in content or emphasis;
c. a change in prerequisite(s) which does not imply change in content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s); d. a cross-listing of a course under conditions set forth in SR 3.3.0.E;
e. correction of typographical errors.
*...for the specific purposes of the minor exception rule, the 600-799 courses are the same "hundred series," as long as the other minor change requirements are complied with. [RC 1/15/09]

¹ See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.
² Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
³ Signature of the chair of the cross-listing department is required on the Signature Routing Log.
⁴ Removing a cross-listing does not drop the other course – it merely unlinks the two courses.
⁵ Generally, undergrad courses are developed such that one semester-hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

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|---|--|------------|---|------------|---|
| Proposed: | 60 Lecture | Laboratory | Recitation | Discussion | Indep. Study |
| | Clinical | Colloquium | Practicum | Research | Residency |
| | Seminar | Studio | Other – Please explain: _____ | | |
| f. Current Grading System: | <input checked="" type="checkbox"/> Letter (A, B, C, etc.) | | <input type="checkbox"/> Pass/Fail | | |
| Proposed Grading System: | <input checked="" type="checkbox"/> Letter (A, B, C, etc.) | | <input type="checkbox"/> Pass/Fail | | |
| g. Current number of credit hours: | 9 | | Proposed number of credit hours: 3 | | |
| h. Currently, is this course repeatable for additional credit? | YES <input type="checkbox"/> | | NO <input checked="" type="checkbox"/> | | |
| Proposed to be repeatable for additional credit? | YES <input type="checkbox"/> | | NO <input checked="" type="checkbox"/> | | |
| If YES: Maximum number of credit hours: | _____ | | | | |
| If YES: Will this course allow multiple registrations during the same semester? | YES <input type="checkbox"/> | | NO <input type="checkbox"/> | | |
| i. Current Course Description for Bulletin: | <u>An extensive, multidisciplinary examination of the supply chain management from planning and sourcing to manufacturing and relationship management. Open only to students in the daytime MBA track.</u> | | | | |
| Proposed Course Description for Bulletin: | <u>An immersive course which examines how firms manage the new product development or service process. Open only to one year MBA students.</u> | | | | |
| j. Current Prerequisites, if any: | MBA 600, 601, 602, 603, 604, 605, 606 and 610 | | | | |
| Proposed Prerequisites, if any: | MBA 600 through MBA 609 | | | | |
| k. Current Distance Learning (DL) Status: | <input checked="" type="checkbox"/> N/A | | <input type="checkbox"/> Already approved for DL* | | <input type="checkbox"/> Please Add ⁶ <input type="checkbox"/> Please Drop |
| *If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box <input type="checkbox"/>) that the proposed changes do not affect DL delivery. | | | | | |
| l. Current Supplementary Teaching Component, if any: | <input type="checkbox"/> Community-Based Experience | | <input type="checkbox"/> Service Learning | | <input type="checkbox"/> Both |
| Proposed Supplementary Teaching Component: | <input type="checkbox"/> Community-Based Experience | | <input type="checkbox"/> Service Learning | | <input type="checkbox"/> Both |
| 3. Currently, is this course taught off campus? | YES <input type="checkbox"/> | | NO <input checked="" type="checkbox"/> | | |
| Proposed to be taught off campus? | YES <input type="checkbox"/> | | NO <input type="checkbox"/> | | |
| 4. Are significant changes in content/teaching objectives of the course being proposed? | YES <input type="checkbox"/> | | NO <input checked="" type="checkbox"/> | | |
| If YES, explain and offer brief rationale: _____ _____ | | | | | |
| 5. Course Relationship to Program(s). | | | | | |
| a. Are there other depts and/or pgms that could be affected by the proposed change? | YES <input type="checkbox"/> | | NO <input checked="" type="checkbox"/> | | |
| If YES, identify the depts. and/or pgms: _____ | | | | | |

⁶ You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

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| | | |
|---|------------------------------|---|
| b. Will modifying this course result in a new requirement⁷ for ANY program? | YES <input type="checkbox"/> | NO <input checked="" type="checkbox"/> |
| If YES ⁷ , list the program(s) here: _____ | | |
| 6. Information to be Placed on Syllabus. | | |
| a. | <input type="checkbox"/> | Check box if <u>changed to 400G or 500.</u> If <u>changed to</u> 400G- or 500-level course you must send in a syllabus and you must include the <i>differentiation</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See SR 3.1.4.) |

⁷ In order to change a program, a program change form must also be submitted.

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Signature Routing Log

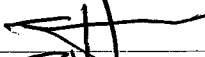
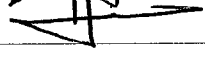
General Information:

Course Prefix and Number: MBA 611
 Proposal Contact Person Name: Mary Lee Kerr Phone: 7-1924 Email: mkerr2@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

| Reviewing Group | Date Approved | Contact Person (name/phone/email) | Signature |
|------------------------|---------------|--|---|
| MBA Policy Committee | 11/24/2009 | Merl Hackbart / 7-1627 / mhackbart@uky.edu |  |
| Gatton College Faculty | 2/5/2010 | Merl Hackbart / 7-1627 / mhackbart@uky.edu |  |
| | | / / | |
| | | / / | |
| | | / / | |

External-to-College Approvals:

| Council | Date Approved | Signature | Approval of Revision ⁸ |
|------------------------------|---------------|----------------------------|-----------------------------------|
| Undergraduate Council | | | |
| Graduate Council | | | |
| Health Care Colleges Council | | | |
| Senate Council Approval | | University Senate Approval | |

Comments:

⁸ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.



Gatton
COLLEGE OF BUSINESS & ECONOMICS
UNIVERSITY OF KENTUCKY

MBA 611: New Product Development

Instructor: Leslie H. Vincent, Ph.D.
Office: 455L Gatton College of Business & Economics
Phone: 859.257.2491
Fax: 859.257.3577
Email: leslie.vincent@uky.edu (preferred method)
Office hours: By appointment

Description:

Crucial to the success of any business is the service or product it sells. This course examines how firms manage the new product development or service process. Coursework progresses sequentially and includes material from all of the functional areas of business. Key questions include: (1) How important is new product development to firms in different types of markets? (2) How does the firm best structure its activities and incentive systems to encourage new product development? (3) How does a firm manage a portfolio of new product development projects? (4) How does the firm determine the demand for and market the new product? and (5) What marketing research tools aid in the development of successful new products?

Learning Objectives:

More specifically, students will:

- Develop the skills necessary to successfully manage the new product development (NPD) process.
- Become familiar with tools and techniques that support NPD.
- Understand the link between firm strategy and NPD decisions.
- Use both qualitative and quantitative methods to make decisions regarding NPD.
- Experience a realistic approach to NPD through the completion of a NPD audit and NPD project.

Course Materials:

Required:

- (1) Crawford and Di Benedetto, *New Products Management, 9th Edition*
- (2) Course packet from Johnny Print

Course Requirements and Grading:

| Assignment | Weight |
|---|--------|
| <i>Individual:</i> | |
| Exam #1 (February 24) | 30 |
| Exam #2 (April 21) | 30 |
| <i>Team:</i> | |
| NPD Audit | 15 |
| Benchmarking Assignment | 3 |
| Design Homework | 5 |
| Case assignments | |
| Dell | 4 |
| Kraft | 4 |
| Le Petit Chef | 5 |
| Product Portfolio Management Simulation | 4 |
| | |
| Total | 100% |

Your grade will be based on group and individual assignments. Written assignments will be evaluated on multiple factors, including (a) fully addressing the requirements; (b) critical evaluation and effective insights into the situation; (c) demonstrated ability to apply the course concepts and frameworks in your analysis; (d) logical conclusions; (e) appropriate recommendations; and (f) effective communications.

The grading policy for this course limits the percent of "As" earned to no more than 50%. A grade of "C" will be given for students whose cumulate score in the course is more than two standard deviations below the median class score.

Exams:

The exams are in-class closed-notes exam.

Case Summaries:

Each summary should be no longer than three-pages, double-spaced, 12-point times new roman font and should consist of the following unless otherwise noted:

- A summary statement of the major findings from the research
- An analysis of the marketing principles described and tested
- Managerial conclusions regarding the applicability of the findings and theoretical concepts

Grading of Case Summaries: The evaluation of case summaries is competitive, i.e., your summary will be graded in comparison to the output of your peers.

Group Peer Evaluations: Each student's grade will be weighted by peer evaluations from the other group members. Each group member will assess the contribution of other group members separately for each case summary. These evaluations will be confidential and will provide an opportunity for you to identify any group members who did not contribute at the same level as others within the group.

Attendance:

You are expected to attend class. Throughout, there will be several assignments due at the beginning of class to assess your performance. If you have to miss class, it is your responsibility to turn in the assignment prior to class and find out what was covered and assigned.

Academic Honesty:

The Honor Code is in effect.

Course Outline:

| Topics Covered | Assignments |
|---|--|
| <p>The NPD Process</p> <ul style="list-style-type: none"> • Introduction to NPD • What is NPD? Why NPD? • The NPD Process | <p>Required Readings:</p> <ul style="list-style-type: none"> • C&D Ch 1 & Ch 2 <p>Assignments:</p> <ul style="list-style-type: none"> • NPD Process Audit • Benchmarking Presentation and Outline • Case Write-Up: Dell |
| <p>Project Charter</p> | <p>Assignments:</p> <ul style="list-style-type: none"> • Project Charter (Due 10/26) |
| <p>Benchmarking and Ideation</p> <ul style="list-style-type: none"> • Benchmarking Presentations • Common Best Practices • Ideas vs. Opportunities • Generating New Product Concepts • Ideation and Concept Creation | <p>Required Readings:</p> <ul style="list-style-type: none"> • C&D - Ch 5 <p>Benchmarking Presentation and Outline Due</p> <p>Dell Case Write-Up Due</p> |
| <p>NPD Gates and Evaluation</p> <ul style="list-style-type: none"> • Stage-Gate Model | <p>Required Readings:</p> <ul style="list-style-type: none"> • C&D - Ch 8 & Ch 10 |

| | |
|--|--|
| <ul style="list-style-type: none"> • Evaluation Tools • Case: Activision • NPD for Services | <ul style="list-style-type: none"> • Case: Activision |
| NPD Audit Presentations | Project Charter Due NPD Audit Presentations |
| NPD Audit Presentations | NPD Audit Presentations NPD Audit Due |
| Design <ul style="list-style-type: none"> • Overview of Design Process • Design Lab • Prototypes • Product-Use Testing | Required Readings: <ul style="list-style-type: none"> • C&D - Ch 12 & Ch 13 Assignments: <ul style="list-style-type: none"> • Design Homework |
| Mid-Term Exam (9am-1230pm) | Mid-Term Exam (9am-1230pm) |
| NPD and Product Launch <ul style="list-style-type: none"> • Launch Planning • Market Testing and Post Launch Evaluation • Managing the Launch | Required Readings: <ul style="list-style-type: none"> • C&D - Ch 18 Assignments: <ul style="list-style-type: none"> • Case Write-Up: Kraft Foods Design Homework Due |
| Product Portfolio Management <ul style="list-style-type: none"> • What is PPM? • Requirements for Effective PPM • Approaches to PPM • PPM and Performance | Assignments: <ul style="list-style-type: none"> • Portfolio Management Simulation and Write-Up • Case Write-Up: Le Petit Chef Kraft Foods Case Write-Up Due |
| Product Portfolio Management <ul style="list-style-type: none"> • What is PPM? • Requirements for Effective PPM • Approaches to PPM • PPM and Performance • Case: Le Petit Chef (11/10) | Portfolio Simulation Write-Up Due Le Petit Chef Write-Up Due |
| PDMA Certification Prep | |
| NPD Career Development Panel | |
| Final Exam (9am-1230pm) Gatton 248 and 309 | Final Exam (9am-1230pm) |
| Project CONNECT Practice Presentations | Project CONNECT Practice Presentations |
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