



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2016-2017)**

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Programme Name: MMS / PGDM: MMS

Name of the Course: New Product Development & Concurrent Engineering

Maximum marks:100

No. of Sessions: 15

Name of the Faculty: Ms. Vibhuti Save

Mobile No: 9029066875

Email: vsave@vpmthane.org

Weblink:

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**Learning Objectives:**

1. To make student aware about product design, development
  2. To study product development process
  3. To understand impact of concurrent engineering on NPD
  4. To study role of value analysis/value engineering in NPD
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**Reference Books:**

1. Operations and Industrial Management – Donald Delmar
  2. Operations Management – Decision Making in the operations function – Roger Schvoeder
  3. Operations Management for Competitive Advantage - Chase – Jacobs –Acquilanc
  4. The PDMA handbook of NPD-Kenneth B. Kahn
  5. Handbook of NPD Christoph Loch, Stylianos Kavadias
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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Defining for business goals	<ul style="list-style-type: none"> <li>The Pursuit Of New Product Development: The Business Development Process-Marc A. Annacchino, P.E.</li> </ul>	<ul style="list-style-type: none"> <li>Need of NPD</li> <li>Perspective of ORG. Towards NPD</li> </ul>	Q & A Session
2	Defining for business goals	<ul style="list-style-type: none"> <li>The Pursuit Of New Product Development: The Business Development Process-Marc A. Annacchino, P.E.</li> </ul>	<ul style="list-style-type: none"> <li>Difference between Innovation &amp; Invention</li> <li>Invention leading to Innovation</li> </ul>	Case Discussion
3	Product Development Process	<ul style="list-style-type: none"> <li>Operations Management for competitive Advantage-Richard Chase, F Jacobs, Nicholas Aquilano, Nitin Agrawal</li> </ul>	<ul style="list-style-type: none"> <li>Role of Technology in PD</li> <li>QFD Approach</li> </ul>	MCQ's
4	Time bound Research and development	<ul style="list-style-type: none"> <li>The Pursuit Of New Product Development: The Business Development Process-Marc A. Annacchino, P.E.</li> </ul>	<ul style="list-style-type: none"> <li>Risk assessment</li> <li>Commitment</li> <li>How to generate planned revenue</li> </ul>	
5	Prototype manufacturing	<ul style="list-style-type: none"> <li>NPD Process for Software-Scott Harper</li> <li>The PDMA Book of NPD- Kenneth B. Kahn</li> <li>Handbook of NPD Christoph Loch, Stylianos Kavadias(Page 433)</li> <li>Video</li> </ul>	<ul style="list-style-type: none"> <li>How to do Prototyping</li> <li>Prototyping Tools</li> </ul>	Practical assignment
6	Concurrent Engineering concepts	<ul style="list-style-type: none"> <li>The PDMA handbook of NPD-Kenneth B. Kahn</li> <li>Handbook of NPD Christoph Loch, Stylianos Kavadias</li> </ul>	<ul style="list-style-type: none"> <li>What is CE?</li> </ul>	



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7	Concurrent Engineering concepts	<ul style="list-style-type: none"> <li>Project (Ref)-Product Development Using CE</li> </ul>	<ul style="list-style-type: none"> <li>Student will understand how CE applied to PD</li> </ul>	Test
8	Practices for easier and quicker delivery of prototypes	<ul style="list-style-type: none"> <li>The PDMA Book of NPD- Kenneth B. Kahn</li> <li>Technology used for prototyping-Video</li> </ul>	<ul style="list-style-type: none"> <li>How Rapid Prototyping happened?</li> </ul>	Discussion on Mini project assigned
9	Applications of VA	<ul style="list-style-type: none"> <li>Report by Lean Enterprise Research Centre Cardiff, United Kingdom</li> <li>VA Handbook 2009 Australian Government</li> </ul>	<ul style="list-style-type: none"> <li>Contribution of VA in NPD Process</li> </ul>	Practical Assignment
10	Applications of VE at design stage.	<ul style="list-style-type: none"> <li>Value Improvement Methods- David K.H. Chua National University of Singapore</li> </ul>	<ul style="list-style-type: none"> <li>How VE helps to reduced costs, increased value, better designs, improved performance, and enhanced quality</li> </ul>	
11	Successful pilot run and production	Handbook of NPD Christoph Loch, Stylianos Kavadias	Prelaunch activities for NPD	Discussion with current scenario
12	Successful pilot run and production	The Pursuit Of New Product Development: The Business Development Process-Marc A. Annacchino, P.E.		
13	Successful pilot run and production	Handbook of NPD Christoph Loch, Stylianos Kavadias		
14	Case Studies	Case attached		
15	Presentations	Mini project Presentations	Practical Exposure	Evaluation criteria Attached

**2. Practical Approach : Other activities (Atleast 4 distinct activities)**

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			



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2	Industry Visit			
3	Academic Projects	Mini Projects	Practical exposure to the concepts of NPD & CE	
4	Book Review			
5	Group Discussion	Group Discussion on related Cases	Views on NPD & CE	Will submit on completion of course
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Videos of Related topics	Knowledge up gradation about ND & CE	Internet
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	20 marks class test: 15 Marks MCQs & 5 case solving	20
Presentation	Practical Projects on Materials Management	10
Case Study	Group discussions & debates	5
Participation		
Others	Attendance	5

**Signature of Faculty**

**Signature of the Co-ordinator**