Instructor: Greg Bertsch  
Office: 306 Beacom Hall  
Office Hours: Tuesday 8-9:00pm or as arranged  
Phone: (605) 677-6566  
Class Website: http://d2l.sdbor.edu/  
E-mail: gregory.bertsch@usd.edu

Catalog Course Description - This course is an examination of the entire product-development process including strategic opportunity identification, creativity and innovation, prototyping and design, mapping customer perceptions, segmentation, product positioning, forecasting market demand, financial analysis, product testing, market entry strategies, and product launch. Course prerequisite: BADM 370 or BADM 580, or equivalent.

Assumed Knowledge – Enrollment in this course assumes a fundamental knowledge of basic business concepts from marketing, economics, and finance.

Beacom School of Business Mission Statement - Our primary mission is excellence in undergraduate and graduate education that develops successful future business leaders. We deliver high value to our students, employers, and community through distinctive teaching and learning supported by significant intellectual and professional contributions, and meaningful service.

Beacom School of Business – AACSB International accreditation since 1949 Master of Business Administration – AACSB International accreditation since 1965

Instructional Methods/Activities - This course is presented in D2L, an effective pedagogical tool utilized by many educational institutions worldwide and provided to you by USD. Students access the course web site using the URL: http://d2l.sdbor.edu. If you have not used D2L before, the Online Student Handbook is available on USD’s website at http://www.usd.edu/cde/upload/Online-Orientation-Guide.pdf Once you successfully log into D2L, you will see a list of course links including one titled “New Product Development.” Simply click on that link and the home page for the course will appear on your screen. Students will have access to many tools to assist in learning the material during the course including recorded lectures, homework problems and answers, class discussion, and virtual office hours.

Course Specific Objectives - By the end of the semester, students will:
1. Appreciate the strategic need for continuous innovation and new product/service development in a variety of market spaces (digital, manufacturing, etc.) and sectors.
2. Understand and analyze market needs and opportunities.
3. Apply processes to generate ideas for new products and services.
4. Apply the concepts and tools necessary for new product development through case examples and project work.
5. Appreciate the importance of design and design thinking in the product development process.
6. Design protocols to evaluate and test new products.
7. Use the new product development process by conceiving and developing your own new product or service and planning for its launch

Online Course Objective - A primary objective of online education is to permit students to complete all requirements of a course or degree program using the power of the Internet to make the course location independent. Other than the required workbook, students are able to access all materials necessary to complete the course requirements using an Internet connected computer. No campus-specific activities are required or necessary to complete this course.

Course Assessment
Case Study Analyses 30%
Group Project/Presentation 30%
Participation 15%
Final Exam 25%

Grades will be based on no more than the percentage of points earned on the following scale:

- >90% = A
- 80-89.9% = B
- 70-79.9% = C
- 60-69.9% = D
- < 60% = F

**Objective/Assessment Matrix**

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Assessment Utilized</th>
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<tbody>
<tr>
<td>Demonstrate an understanding of how innovation is intertwined into new product development processes.</td>
<td>1. Demonstrated through Level 1 and 2 homework.</td>
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<tr>
<td></td>
<td>2. Demonstrated through exam questions.</td>
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<tr>
<td>Demonstrate an understanding of how new product concepts are formulated, transformed using “voice-of-the-customer” input, validated and executed to achieve high levels of customer satisfaction.</td>
<td>1. Demonstrated through Level 1 and 2 homework.</td>
</tr>
<tr>
<td></td>
<td>2. Demonstrated through exam questions.</td>
</tr>
<tr>
<td>Apply contemporary concepts and tools necessary for new product development.</td>
<td>1. Demonstrated through Level 3 project.</td>
</tr>
<tr>
<td></td>
<td>2. Demonstrated through Level 1 and 2 homework.</td>
</tr>
<tr>
<td></td>
<td>3. Demonstrated through exam questions.</td>
</tr>
<tr>
<td>Appreciate the importance of design and design thinking in the product development process.</td>
<td>1. Demonstrated through exam questions.</td>
</tr>
</tbody>
</table>

The course emphasizes both theoretical and practical approaches in product development and marketing, and builds on a practitioner’s perspective. As such, the course is especially relevant for students who are interested in working on new product innovations, both in entrepreneurial firms and in established companies. While every case will be considered on an individual basis, grades of incomplete will ordinarily not be given in this course.

**Exams** - Test questions are based on the material presented. Examinations are digital and will not be returned to the student but will be kept on file. To take proctored exams, you will go to your proctor’s office or a test center. You are not permitted to use any materials other than an approved business/scientific calculator for these examinations. Exams are taken in the presence of an approved proctor.

Please review the following update from the USD Test Center as some of the testing practices have changed. Students may also consult our Frequently Asked Questions for more information: [http://www.usd.edu/usd-online/testing-center/testing-center-frequently-asked-questions](http://www.usd.edu/usd-online/testing-center/testing-center-frequently-asked-questions)

- Starting Fall 2015 we will no longer accept outdated proctor forms, students turning in an outdated proctor form will be asked to resubmit their information on the new, revised proctor form (the one with the barcode). The new revised Proctor Form can be found at [http://www.usd.edu/~media/files/usd-online/proctor-form.ashx?la=en](http://www.usd.edu/~media/files/usd-online/proctor-form.ashx?la=en)

- Another major change is that we will no longer approve K-8 teachers and counselors to be proctors. We are however, still allowing K-12 principals, High School teachers and counselors to be approved as proctors.

Clarification of when students do and do not need to turn in a proctor form:

- **Students living in Vermillion and the surrounding area:**
  - Must test at the Vermillion Testing Center
  - Do not need to turn in a proctor form
  - Must make an appointment at least one business day in advance

- **Students testing/living in Pierre, Rapid City, or Sioux Falls and the surrounding area:**
  - Are not required to use the BoR Testing Centers in these cities
- Do not need to turn in a proctor form if the student is testing at the BoR Testing Centers but must email us to let us know which center they are testing.

- Students testing anywhere else
  - Must turn in a proctor form at least two weeks before the exam opens, due to the increasing volume of proctor forms. Students are required to submit their initial proctor form by Friday, September 4, 2015.

We encourage the students to list multiple classes on one proctor form. If a student, however, has multiple proctors they must fill out one form for each proctor. Proctors can be a professional testing center, librarian, full time instructor at a university or college, principal, vice principal, or superintendent, full time high school teacher, high school guidance counselors, or full time member of the clergy. For students in the armed forces, education officers or an officer of a higher rank are also permissible. We will not approve HR representatives or secretaries. These and all other policies can be found on our website at [http://www.usd.edu/usd-online/testing-center/](http://www.usd.edu/usd-online/testing-center/)

You must notify the instructor prior to an examination if you cannot take the exam during the scheduled time. Make-up exams are given on a documented emergency basis only. Since there are three exams and the test weeks have been provided, you should make every effort to take the exam during the week it is scheduled. Absent emergencies or similar circumstances the failure to give prior notice of your absence will result in a zero for that exam.

**Discussion Board.** So that all students in the class may benefit from questions and course topics, a course discussion board may be set up. If you have a question regarding a problem or activity, post it to the discussion board forum. To help organize the discussions I may provide topics that generally correspond to the structure of the chapter(s) for the week. If you have an answer to help someone else out, please provide that. I will plan to check the discussion board once a day to monitor postings and provide occasional assistance. There are many opportunities to learn from your classmates, and I would like this discussion board to be a forum for learning from each other. Therefore, while I will monitor the discussion, the class will do most of the posting.

**Online Discussion Guidelines** - During online discussions you are expected to comply with good “netiquette” standards as follows.

1. Check the discussion frequently and respond appropriately. Keep paragraphs and messages to the point.
2. Focus on one subject per message and use pertinent subject titles.
3. Capitalize words only to highlight a point or for titles. Capitalizing otherwise is generally viewed as SHOUTING!
4. Be professional and careful with your online interaction.
5. When posting a long message, it is generally considered courteous to warn readers at the beginning of the message that it is a lengthy post.
6. It is not appropriate to forward someone else’s messages without his or her permission.
7. It is fine to use humor, but use it carefully. The absence of face-to-face cues can cause humor to be misinterpreted as criticism or flaming (angry, antagonistic criticism). Feel free to use emoticons such as 😊 or :) to let others know you are being humorous.
8. Resist the temptation to flame others. Remember these discussions are “public” and meant for constructive exchanges that treat others as you would like to be treated.
9. If something angers you, do not respond immediately. Wait and carefully formulate your response so that it is respectful.
10. Never say anything you would not want to see on the front page of the local newspaper.

The above “netiquette” guidelines were adapted from Arlene H. Rinaldi’s article, “The Net Use Guidelines and Netiquette,” Florida Atlantic University, 1994, available from Netcom, and from Carol Geu, Instructor, USD. General netiquette guidelines can be found in the CE Online Orientation found at [http://www.usd.edu/continuing-and-distance-education/upload/Online-Orientation-Guide.pdf](http://www.usd.edu/continuing-and-distance-education/upload/Online-Orientation-Guide.pdf). For more information on netiquette please review the following site, [http://albion.com/netiquette/corerules.html](http://albion.com/netiquette/corerules.html).
**Instructor Availability** - During the “work week” – Monday through Friday – I will log onto the D2L course at least once a day. I will make every effort to respond to your e-mails within 24 hours. For submitted homework I will attempt to grade and return work within 48 hours of receipt. Exams will be graded and scores posted to D2L within 48 hours of receipt. Exams will not be returned, but students may “review” them with a telephone conference with the instructor or stop by my office if you are local.

**Time Expectations** - Some online students may find it easy to procrastinate with their studies because this is not a face-to-face course. To avoid this please be sure to log into the course at least two or three times per week. It is expected that each student would spend a minimum of 5-10 hours per week on this course, depending on the chapter. You need to participate each week by keeping up with the lectures, reading, and workbook activities/assignments. You cannot “catch up” by watching all the lectures the day before the exam.

**Important Drop Dates** - The last day to drop this course with a full refund and without the course being recorded on your transcript is Thursday, September 1st. The last day to drop this course and receive a grade of "W" on your transcript is Friday, November 4th. Instructor initiated drops are also due by Nov. 4.

**Learner Support** - The University’s technical, academic, student, tutorial and research and writing resources support systems are outlined in the CE Online Orientation found at [http://www.usd.edu/continuing-and-distance-education/upload/Online-Orientation-Guide.pdf](http://www.usd.edu/continuing-and-distance-education/upload/Online-Orientation-Guide.pdf). You should read this information.

**Course Text and Materials**


**Course Policies**

**Course Management** - This course is presented in D2L, an effective pedagogical tool utilized by many educational institutions worldwide and provided to you by USD. Students access the course web site using the URL: [http://d2l.sdbor.edu](http://d2l.sdbor.edu). Students will have access to many tools to assist in learning the material during the course including Level 2 answers, and other classroom materials. A discussion board for discussion outside of "class", grades, etc. will also be available.

**Attendance Policy** - The Beacom School of Business attendance policy will be enforced as follows:
1. Attendance (participation) is expected each week. Failure to participate in a meaningful way during the course of any week constitutes a “virtual absence” unless otherwise approved by the instructor. This means you will need to log in each week for lectures and other content. If you are going to be away from a computer/internet for a week or more please let me know in advance.
2. There is no penalty for the first virtual absence.
3. The final course grade will be reduced 2% for each virtual absence in excess of one, up to three virtual absences.
4. Any student with more than three virtual absences may be dropped from the course. Students will be notified in writing before being dropped.

**Student Code of Ethics** - Students enrolled at the Beacom School of Business are expected to maintain the highest standards of integrity and ethical principles and to adhere to the Student Code of Ethics developed and approved by Beacom School of Business students. This Code provides a frame of reference for the behavior of Beacom School of Business students in their personal, academic, and professional activities.
**Student Conduct/Academic Integrity** - No credit can be given for a dishonest assignment. A student found to have engaged in any form of academic dishonesty may, at the discretion of the instructor, be:

- a) Given a zero for that assignment.
- b) Allowed to rewrite and resubmit the assignment for credit.
- c) Assigned a reduced grade for the course.
- d) Dropped from the course.
- e) Failed in the course

**Disability Services** - Any student who feels he/she may need academic accommodations or access accommodations based on the impact of any disability should contact and register with the Office of Disability Services during the first week of class. Please contact both your instructor and the Director of the Office of Disability Services (677-6389), Ms. Ernetta L. Fox, Director, to make these arrangements. [http://www.usd.edu/disabilityservices](http://www.usd.edu/disabilityservices)

Disability Services - Any student who feels he/she may need academic accommodations or access accommodations based on the impact of a documented disability should contact and register with Disability Services during the first week of class. Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation memo each semester. For information contact:

Ernetta L. Fox, Director
Disability Services
Room 119 Service Center
(605) 677-6389 http://www.usd.edu/disabilityservices disabilityservices@usd.edu

**University Diversity/Inclusive Excellence** - The University of South Dakota strives to foster a globally inclusive learning environment where opportunities are provided for diversity to be recognized and respected.

**Privacy of Student Records** - The Family Educational Rights and Privacy Act of 1974 (FERPA) provides that each student's educational records remain private. No individual or group outside the educational institution shall have access to nor will the institution (including professors) disclose students' educational records without written consent of the students. Because the professor cannot ensure that the student is the only one with access to the student's email account, grades will not be provided via email. The student may access final grades for this course using the D2L course link.

**Freedom in Learning** - Under Board of Regents and University policy student academic performance may be evaluated solely on an academic basis, not on opinions or conduct in matters unrelated to academic standards. Students should be free to take reasoned exception to the data or views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. Students who believe that an academic evaluation reflects prejudiced or capricious consideration of student opinion or conduct unrelated to academic standards should contact the Dean of the Beacom School of Business to initiate a review of the evaluation.

**GOOD LUCK AND HAVE FUN!!**

**Course Schedule**
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<tr>
<th>Week Beginning</th>
<th>Topic</th>
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| Jan 7          | Introduction and Course Overview  
|                | Overview of the New Product Development Process |
| Jan 14         | Overview of Project Management Principles  
|                | Opportunity Identification |
| Jan 21         | Martin Luther King Jr. Holiday (1/21)  
|                | Opportunity Evaluation |
| Jan 28         | Concept Generation Overview  
|                | Customer Pains & Gains: The Value Proposition |
| Feb 4          | Concept Evaluation: Customer Validation |
| Feb 11         | Sales Forecast & Financial Analysis  
|                | Product Protocol/Voice-of-the-Customer Translation |
| Feb 18         | President’s Day Holiday (2/18)  
|                | Product Specifications Development |
| Feb 25         | Product Design  
|                | Prototyping |
| Mar 4          | Spring Break – no classes |
| Mar 11         | Product Performance Validation  
|                | Design Freeze |
| Mar 18         | Advanced Product Quality Planning  
|                | Supplier Quality Management |
| Mar 25         | Production Process Implementation |
| Apr 1          | Pre-series Pilot Launch  
|                | Production Launch & Monitoring |
| Apr 8          | Lessons Learned & Continuous Improvement  
|                | Team Presentations |
| Apr 15         | Team Presentations  
|                | Easter Recess (4/19) |
| Apr 22         | Easter Recess (4/22)  
|                | Final Exam Review  
|                | Last Day of Classes (4/26) |
| Apr 29         | Final Exams Week |