

**ME 517: Product Development**  
**Fall 2014**

<i>Section I: Introduction to Product Development</i>				
#	Date	Subject	Text	Other Reading
1	9/3	Course Introduction	Chapter 1	"The 50 Smartest Companies 2014", <b>MIT Technology Review</b> , 2014.
2	9/8	Course Introduction (continued)		"Sputtering R&D Machine", <b>HBS R0208X-PDF-ENG</b> , 2002.
3	9/10	Development Process and Organizations	Chapter 2	
4	9/15	Strategy / Product and Portfolio Planning	Chapters 3 - 4	
5	9/17	Strategy / Product and Portfolio Planning (continued)		"Vertex Pharmaceuticals: R&D Portfolio Management (A)", <b>HBS 604101-PDF-ENG</b> , 2006.
6	9/22	Disruptive Technology		<p>"Disruptive Innovation Explained" at <a href="http://hbr.org/video/2226808799001/disruptive-innovation-explained">http://hbr.org/video/2226808799001/disruptive-innovation-explained</a> , posted 2012.</p> <p>"3D Printing Scales Up", <b>The Economist</b>, 2013.</p> <p>"The Ultimate Entrepreneur: How DEC Passed Up the PC Boom", <b>Computerworld</b>, 1988.</p> <p>"Before iPhone and Android Came Simon, the First Smartphone", <b>Bloomberg Business Week</b>, 2012.</p>
<i>Section II: The Process of Product Development</i>				
#	Date	Subject	Text	Other Reading
7	9/24	Project Management	Chapter 18	<p>"Project Management Manual", <b>HBS 697034-PDF-ENG</b>, 2002.</p> <p>"Top Ten Reasons Why Darth Vader was an Amazing Project Manager", <a href="http://www.geekwire.com">www.geekwire.com</a>, Posted 2011.</p>

				"What Great Projects Have in Common", <b>MIT Sloan Management Review</b> , 2011.
8	9/29	Project Management (continued)		"Medisys Corp.: The IntensCare Product Development Team", <b>HBS 4059-PDF-ENG</b> , 2009.
9	10/1	Homework #1 Due		
10	10/6	Marketing Strategy		"Note on Marketing Strategy", <b>HBS 598061-PDF-ENG</b> , 2000.
11	10/8	Identifying Customer Need	Chapter 5	"The Cyclone Grinder", Corporate Design Foundation, 1991.
12	10/14	Value Propositions		"Atlantic Computer: A Bundle of Pricing Options", <b>HBS 2078-PDF-ENG</b> , 2007.
13	10/15	Product Design: Concept Generation and Selection	Chapters 6-8	
14	10/20	Concept Testing	Chapter 9	"TruEarth Healthy Foods: Market Research for a New Product Introduction", <b>HBS 4065-PDF-ENG</b> , 2009.
15	10/22	Quiz		
16	10/27	Product Architecture / Industrial Design	Chapters 10 - 11	"The Guts of a New Machine", <b>New York Times Magazine</b> , 2003.
17	10/29	Design For Sustainability /Design for Manufacturing	Chapters 12-13	"Cradle-to-Cradle Design at Herman Miller: Moving Toward Environmental Sustainability", <b>HBS 607003-PDF-ENG</b> , 2009.
18	11/3	Manufacturing, Outsourcing and Learning Curves		"The Growth of Intel and the Learning Curve", <b>HBS OIT27</b> , 1999.  "The Insourcing Boom", <b>Atlantic Monthly</b> , 2012.
19	11/5	Homework #2 Due		
<i>Section III: New Product Finance</i>				
#	Date	Subject	Text	Other Reading
20	11/10	Project Economics	Chapter 17	<a href="http://www.studyfinance.com/lessons/finstmt/">http://www.studyfinance.com/lessons/finstmt/</a>

21	11/12	Project Economics		"Investment Analysis and Lockheed Tri Star", <b>HBS 9-291-031</b> , 1993.
22	11/17	Writing Business Plans		" Sahlman, "How to Write a Great Business Plan", <b>Harvard Business Review</b> , 1997.
<i>Section IV: Special Topics</i>				
#	Date	Subject	Text	Other Reading
23	11/19	Standards and Standards Wars		<p>"The Coming War Over Wireless Charging", <b>Bloomberg Business Week</b>, 2012.</p> <p>"Strategic Maneuvering and Mass Market Dynamics: The Triumph of VHS over Beta", <b>Business History Review</b>, 1992.</p> <p>"Dethroning an Established Platform" <b>MIT Sloan Management Review</b>, 2012.</p>
24	11/24	Intellectual Property	Chapter 16	"The Great Smartphone War: Apple vs. Samsung", <b>Vanity Fair</b> , 2014.
25	12/1	Prototyping and Simulation	Chapter 14	"Team New Zealand (A)", <b>HBS 9-697-040</b> , 1997.
26	12/3	Technology Start-Ups		"LinkAmerica: The 18th Time Was the Charm", <b>Fortune</b> , 2014.
27	12/8	Technology Start-Ups (continued)		"Feed Resource Recovery", <b>HBS BAB156-PDF-ENG</b> , 2009.
28	12/10	Homework #3 Due		