

<u>Instructor:</u>	William Hauser Room 144, 15 St. Mary's Street 617-358-0663 wmhauser@bu.edu
<u>Class Hours:</u>	Monday and Wednesday 6:00PM to 8:00PM, Photonics 210, 8 St. Mary's Street
<u>Office Hours:</u>	Thurs 2:00 to 5:00 PM or as arranged by appointment
<u>Websites:</u>	Assignments , readings, and class notes are posted to the course website http://blackboard.bu.edu . Video recordings of class sessions will be posted to the Distance Learning website: http://dlp.bu.edu/me583 . Video recordings will usually be posted to the web within ½ hour after each class ends. Case studies may be purchased through the Harvard Business School Press at a website which is specifically for this class. http://cb.hbsp.harvard.edu/cb/access/10245172
<u>Textbook and Cases:</u>	Textbook: No textbook. Readings, exercises, and articles from the current press as distributed in class, posted to the course website, or available from a posted URL. Case studies may be obtained from the Harvard Business School website as detailed above.
<u>Description:</u>	Exploration of how technology and organizational strengths interact with market needs to create new products. Approaches to managing those products across their life cycle. What makes a product new? Issues of risk management, financial requirements, product and technology portfolios.
<u>Prerequisites:</u>	Graduate standing or consent of the instructor
<u>Methodology:</u>	A combination of lectures and case studies. Cases will be drawn from multiple sources, including the current press.
<u>Course Outline:</u>	Attached, but subject to change as the semester progresses.
<u>Grading:</u>	There will be three major homework assignments and one quiz during the semester. 70% of the grade will be determined by these assignments. 10% will be determined by the quiz and 20% by attendance and cogent participation. The homework assignments will be case analyses and possibly some primary research, depending upon the subject matter. You may collaborate with others during the research, but each paper must be your own work and present unique findings and conclusions. The names of all

collaborators must be reported in any work submitted. Unattributed use of the work of other people is not allowed. If you are in doubt as to what use of sources or what type of collaboration is permitted, be sure to ask first. Plagiarism will not be tolerated. You are bound by the standards of the University's Academic Conduct Code, <http://www.bu.edu/academics/academic-conduct-code/>. Ignorance of the requirements of the code will not constitute a valid excuse for its violation.

The grade for the three written assignments will be determined as either the average grade for all three assignments, or the average grade for the second and third assignment, whichever is higher. Nonetheless, all three assignments are required. Failure to complete any one of the assignments will result in failure of the course. If there is any legitimate issue which prevents your timely completion of an assignment, please notify the instructor as soon as you anticipate the problem.

Distance
Learning
Considerations:

This course is presented through the Distance Learning Program of the Department of Mechanical Engineering. Please be aware that both in the classroom and at remote sites you may be on camera. You must assume that your words and your actions will be recorded. If you are joining the course by video link, please log in with sufficient time to debug the connection before class starts.

Technical and
Administrative
Support:

Your primary contact for networking support and administrative matters will be Andy Abrahamson, 617-358-1294, andrewa@bu.edu. You may, in any case, bring any problem to my attention.

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Course website: <http://blackboard.bu.edu>

Case website: <http://cb.hbsp.harvard.edu/cb/access/10245172>

Session	Date	Material for the Day
1	Wed, 07-Sep	Introduction & Overview: What Do We Need to Know?
2	Mon, 12-Sep	The Product Management Task and the Project Management Task Case: The Hewlett Packard Company: The Sally Project
3	Wed, 14-Sep	What makes a new product new? Reading: Creating Project Plans to Focus Product Development (92210) Lecture & Discussion: What makes a new product new?
4	Mon, 19-Sep	The Product Life Cycle Reading: The Product Life Cycle (HBS 579-072) Reading: Exploit the Product Life Cycle (65608)
5	Wed, 21-Sep	What makes a new product new? Reading: Note on the FDA Review Process (9-796-063) Case: Aspect Medical Systems (9-600-076)
6	Mon, 26-Sep	Integration of Concepts Zoll Medical Corporation (A) (9-795-053) Zoll Medical Corporation (B) (9-795-054) [Do not read before class] Zoll Medical Corporation (C) (9-795-055) [Do not read before class] Zoll Medical Corporation (D) (9-796-078) [Do not read before class]
7	Wed, 28-Sep	Competitive Analysis: Reading Material to be Distributed
	Fri, 30-Sep	WRITTEN CASE ANALYSIS #1 DUE (Case TBD)
8	Mon, 03-Oct	Market Segmentation Nissan Motor Company, Ltd.: Target Costing System (9-194-040)
9	Wed, 05-Oct	Integration of Concepts Documentum (9-502-026)
10	Wed, 12-Oct	Guest Speaker
11	Mon, 17-Oct	Disruptive Technology Case: Silicon Graphics (9-695-061)
12	Wed, 19-Oct	Market Entry Strategy / Customer Value Case: Kone, The MonoSpace Launch (9-501-070)
13	Mon, 24-Oct	Custom Products and Customer Requirements Case: The "mi adidas" Mass Customization Initiative (IMD159)
14	Wed, 26-Oct	Market Entry Strategy & Pricing Curled Metal Industries (709434-PDF-ENG)
15	Mon, 31-Oct	WRITTEN CASE ANALYSIS #2 DUE (Case TBD)
16	Wed, 02-Nov	Concept Integration Case: AquaLisa Quartz: Simply A Better Shower (9-502-030)
17	Mon, 07-Nov	Concept Integration Case: Le Petit Chef (602-080)
18	Wed, 09-Nov	Portfolio Management Reading: Note on the Boston Consulting Group Concept of Competitive Analysis (9-175-175)

Session	Date	Material for the Day
		Case: Portfolio management exercise to be performed as a group in class
19	Mon, 14-Nov	Risk Management, Project Management, and Learning Case: "The Boeing 767: From Concept to Production (A) (9-688-040)
20	Wed, 16-Nov	Guest Speaker
21	Mon, 21-Nov	WRITTEN CASE ANALYSIS #3 DUE (Case TBD)
22	Mon, 28-Nov	Profit Opportunities In The Aftermarket Reading: Winning in the Aftermarket (R0605H-PDF-ENG)
23	Wed, 30-Nov	Concept Integration Case: Launching Prius (706-458)
24	Mon, 05-Dec	Concept Integration Case: CMR Enterprises (501-012)
25	Wed, 07-Dec	Concept Integration Case: Vertex Pharmaceuticals: R&D Portfolio Management (604101-PDF-ENG)
26	Mon, 12-Dec	Concept Integration Reading: How to Write A Great Business Plan (97409)

VERSION HISTORY

Issue	Date	Remarks
1.0	Thu, 01-Sep	Initial release