

**ME 583 Product Management  
Course Information Sheet  
Fall 2015**

<u>Instructor:</u>	William Hauser Room 202B, 730 Commonwealth Avenue (above the CVS) 617-358-0663 <a href="mailto:wmhauser@bu.edu">wmhauser@bu.edu</a>
<u>Class Hours:</u>	Monday and Wednesday 6:00PM to 8:00PM, Photonics Bldg, Room 210, 8 St. Mary's Street
<u>Office Hours:</u>	Thurs 1:00 to 5:00 PM; Friday 2:30 to 4:30 PM, or by appointment
<u>Websites:</u>	<b>Assignments</b> , readings, and class notes are posted to the course website <a href="http://learn.bu.edu/">http://learn.bu.edu/</a> .  <b>Video recordings</b> of class sessions will be posted to the Distance Learning website: <a href="http://www.bu.edu/av/mfg/dlp/me583/">http://www.bu.edu/av/mfg/dlp/me583/</a> . Video recordings will usually be posted to the web within ½ hour after each class ends.  <b>Case studies</b> may be purchased through the Harvard Business School Press at a website which is specifically for this class. <a href="https://cb.hbsp.harvard.edu/cbmp/access/38410850">https://cb.hbsp.harvard.edu/cbmp/access/38410850</a> <b>Do not order the cases until after the first session of class on Wednesday, Sept 2.</b> The Harvard case-pack contains a few more cases than we will actually use; the extra cases provide flexibility in assigning the written exercises.
<u>Textbook and Cases:</u>	<b>Textbook:</b> 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.

Grading:

There will be three major homework assignments during the semester. 75% of the grade will be determined by these assignments, 25% by contribution to in-class discussion of the assigned readings and supporting written preparation. 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. 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/>. If you are in doubt as to the proper use of sources or what type of collaboration is permitted, be sure to ask the instructor before submitting the assignment. 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 a legitimate issue which prevents your timely completion of an assignment, it is your responsibility to 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 you may be on camera. You must assume that your words and your actions are being 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 will be Christopher Lynch, [cdlynch@bu.edu](mailto:cdlynch@bu.edu). You may, in any case, bring any problem to my attention.

Version Control

1.0, 1 Sept 15  
1.1, 1 Sept 15

Original posting  
Corrected website for video recordings

Instructor: William Hauser    wmhauser@bu.edu    617-358-0663		
Office Hours: Th 2:30-5:00, or by appointment, 730 Commonwealth, Room 202B		
Class: 6:00 - 8:00 Monday & Wednesday, Photonics 210		
	Course website:	<a href="http://learn.bu.edu">http://learn.bu.edu</a>
	Coursepack link:	<a href="https://cb.hbsp.harvard.edu/cbmp/access/38410850">https://cb.hbsp.harvard.edu/cbmp/access/38410850</a>
Session	Date	Material for the Day
1	Wed, 02-Sep	Introduction & Overview: What Do We Need to Know?
1a	<i>Mon, 07-Sep</i>	<i>Labor Day Holiday Observed</i>
2	Wed, 09-Sep	The Product <i>Management</i> Task vs. the Project Management Task
		Case: The Hewlett Packard Company: The Sally Project
3	Mon, 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	Wed, 16-Sep	The Product Life Cycle
		Note on Innovation Diffusion: Rogers' Five Factors
		Reading: Exploit the Product Life Cycle (65608)
5	Mon, 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	Wed, 23-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]
<b>6a</b>	<b>Fri, 25-Sep</b>	<b>WRITTEN CASE ANALYSIS #1 DUE (Case: Biopure)</b>
7	Mon, 28-Sep	The Nature of Competition
		The Five Competitive Forces That Shape Strategy (R0801E-PDF-ENG)
		Additional reading material to be distributed
8	Wed, 30-Sep	Integration of Concepts
		Documentum (9-502-026)
9	Mon, 05-Oct	Financial Measurement: Internal View, Cost Accounting
10	Wed, 07-Oct	Financial Measurement: Internal View
		Anderson Plastics Case
	<i>Mon, 12-Oct</i>	<i>Columbus Day Holiday Observed</i>
11	Tue, 13-Oct	Financial Measurement & Discussion of Written Case #1
12	Wed, 14-Oct	Financial Measurement: External View, Financial Accounting
13	Mon, 19-Oct	Market Entry Strategy / Customer Value / Pricing
		Case: Kone, The MonoSpace Launch (9-501-070)
14	Wed, 21-Oct	Mass Customization
		Case: The "mi adidas" Mass Customization Initiative (IMD159)
<b>14a</b>	<b>Fri, 23-Oct</b>	<b>WRITTEN CASE ANALYSIS #2 DUE (Case: TBD)</b>

Session	Date	Material for the Day
15	Mon, 26-Oct	Market Entry Strategy & Pricing
		Curled Metal Industries (709434-PDF-ENG)
16	Wed, 28-Oct	Case: The Economics of Product Variety (191099-PDF-ENG)
17	Mon, 02-Nov	Portfolio Management
		Reading: Note on the Boston Consulting Group Concept of Competitive Analysis (9-175-175)
		Case: Portfolio management exercise to be performed as a group in class
18	Wed, 04-Nov	Discussion of Written Case Analysis #2
19	Mon, 09-Nov	Project Management, Risk Management, and the Learning Curve
		Case: 'The Boeing 767: From Concept to Production (A) (9-688-040)
20	Wed, 11-Nov	Concept Integration: Case TBD
21	Mon, 16-Nov	Market Segmentation, High Tech, and Disruptive Technologies
		Silicon Graphics
22	Wed, 18-Nov	Concept Integration
		CMR Enterprises
<b>23</b>	<b>Mon, 23-Nov</b>	<b>WRITTEN CASE ANALYSIS #3 DUE (Case: TBD)</b>
	<i>Wed, 25-Nov</i>	<i>Thanksgiving Recess</i>
24	Mon, 30-Nov	Concept Integration
		Case: Launching Prius (706-458)
<b>25</b>	Wed, 02-Dec	Guest Speaker
26	Mon, 07-Dec	Ducati
27	Wed, 09-Dec	Course Summary
		Reading: How to Write A Great Business Plan (97409)
<b>VERSION HISTORY</b>		
Issue	Date	Remarks
1.0	Tue, 01-Sep	Issue 1