

COURSE TITLE	GLOBAL PRODUCT PLANNING & DEVELOPMENT
COURSE CODE	04MB0460
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze global market trends and consumer insights to inform effective product planning and development strategies.
- 2 Apply innovative product development methodologies to design and implement products that meet diverse international market needs.
- 3 Evaluate the effectiveness of go-to-market strategies and performance metrics to ensure successful product launches in global markets.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Global Product Planning Overview of Global Product Planning: Definition, importance, and key concepts., Market Research and Analysis: Techniques for understanding global markets, including consumer behavior, trends, and competitive analysis., Product Lifecycle Management (PLM): Stages of product development, from ideation to decline, and the role of PLM tools., Cross-Cultural Considerations: Understanding cultural differences and their impact on product design, branding, and marketing strategies., Regulatory and Compliance Factors: Navigating international regulations and standards in product development.	15

Contents : Unit	Topics	Contact Hours
2	Product Development Strategies and Implementation Innovative Product Development: Analyze the stages of innovative product development, emphasizing creativity, market fit, and competitive differentiation. Strategies for fostering innovation and creativity in product design and development., Agile Development Methodologies: Applying agile principles to enhance flexibility and responsiveness in global product teams. Evaluate agile methodologies by assessing their impact on collaboration, iterative progress, and responsiveness to market changes., Sustainability and Ethical Considerations: Integrating sustainable practices in product planning and development. Examine sustainability and ethical frameworks in product development to address environmental impacts, social responsibility, and compliance., Go-to-Market Strategies: Developing effective strategies for launching products in global markets, including pricing, promotion, and distribution. Assess go-to-market strategies by analyzing market segmentation, positioning, and entry tactics to maximize product launch success., Performance Metrics and Evaluation: Critically evaluate performance metrics to measure product success, identify improvement areas, and inform strategic adjustments. Key performance indicators (KPIs) for assessing product success and market performance.	15
Total Hours		30

Textbook :

- 1 Product Design and Development, Karl T. Ulrich, Steven D. Eppinger, McGraw Hill Education, 2020
- 2 New Products Management, C. Merle Crawford, C. Anthony Di Benedetto, McGraw Hill Education, 2020
- 3 Product Management, K. Sridhara Bhat, Himalaya Publishing, 2011
- 4 Production and Operations Management, Anil Kumar, Suresh Garg, McGraw Hill Education, 2015

References:

- 1 Marketing Management: Global Perspective, Marketing Management: Global Perspective, Philip Kotler, Kevin Lane Keller, Pearson Education, 2016
- 2 Managing Research, Development and Innovation, Managing Research, Development and Innovation, Ravi K. Jain, Harry C. Triandis, Cynthia W. Weick, Wiley, 2010

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery
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Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 PPT , Board Work Case Study

Supplementary Resources:

- 1 https://www.mygreatlearning.com/academy/learn-for-free/courses/product-management?utm_source=chatgpt.com
- 2 https://www.productcompass.pm/p/free-product-management-courses?utm_source=chatgpt.com
- 3 <https://alison.com/tag/product-management>
- 4 <https://www.coursera.org/learn/new-product-development>
- 5 <https://www.edx.org/learn/product-management>
- 6 <https://www.productcompass.pm/p/free-product-management-courses>
- 7 <https://www.mygreatlearning.com/academy/learn-for-free/courses/product-management>