Learn about new product development by developing new products.

This course will introduce you to the interdisciplinary process of developing new products. You will work in interdisciplinary teams with engineers and designers. Emphasis is on learning process steps, principles of sustainability and working in diverse teams. It exposes business students to the design and engineering process and the conceptual design process. It provides an experience in preliminary project planning of complex and realistic business and engineering systems. There is an emphasis on hands-on creative components, teamwork, and effective communication. There is a special emphasis on the management of innovation processes for the development of sustainable products, from product definition to sustainable manufacturing and financial models. Both individual and group oral presentations will be required.

Team Taught:
The course is taught by Prof. Clark Kellogg from Haas and Prof. Alice Agogino from Mechanical Engineering. The course includes students from business, engineering, environmental design and other areas across campus.

Course Outcomes:
UGBA students can expect to depart the semester understanding new product development processes and organization from a product management as well as a design point of view. Students learn useful tools, techniques and organizational structures that support new product development practice in the context of the “triple bottom line” – economy, environment and society. Students learn a variety of skills from concept generation to design for assembly/manufacture.

For a poster of student projects from last Spring’s class go to:
http://best.berkeley.edu/~aagogino/ME110/ME110.html
And click on “Spring 2010 Poster of Final Projects

UGBA 196, Sec 6
New Product Development
3 Units
Prof: Clark Kellogg & Alice Agogino
Tuesdays 9:30-11:00 am (20 Barrows Hall)
Thursdays 9:30-11:00 am (2105/2107 Etcheverry Hall)