



Consulting, Training & IT Services

# NEW PRODUCT MASTER



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## Introduction to New Product Master

A New Product Master course is a course that teaches you how to design, develop, and launch new products or services that meet the needs and expectations of your customers and stakeholders. It covers topics such as product ideation, product design, product management, product marketing, and product innovation. It also prepares you for the New Product Master certification exam, which is a credential that demonstrates your competence and professionalism in new product development.



# Why Choose Chools?

## Numbers That Speak for Themselves:

- 10,000+ Successful Alumni: Join a network of impactful professionals.
- 95% Job Placement Rate: Secure your future with Chools' proven track record.
- 20+ Years of Excellence: Trust in a legacy of education and industry expertise.
- 200+ Industry Partnerships: Leverage our connections for real-world insights and opportunities.



## What Sets Us Apart?

- **Expert Instructors:** Learn from industry veterans with hands-on experience.
- **Hybrid Learning Model:** Balance online flexibility with in-person engagement.
- **Comprehensive Curriculum:** Stay ahead with courses designed to meet market demands.
- **Community and Networking:** Be part of an active community of learners and professionals.



## Who Can Apply?

## Eligibility Criteria:

common requirements are:

- A bachelor's or master's degree in a relevant discipline, such as business, engineering, computer science, marketing, or economics.
- Some work experience in product development, design, testing, or strategy, preferably for at least 3-5 years.
- A good understanding of the product life cycle, customer needs, market trends, and business goals.
- A willingness to learn new skills, collaborate with cross-functional teams, and lead product innovation.

# Ideal Candidates:

Working professionals looking to advance their careers in New Product Master.



## Program Overview

The New Product Master Emerging Business Program provides an extensive education in New Product Master . Our curriculum ensures a comprehensive understanding through four progressive stages, combining theoretical knowledge with practical, hands-on experience.

## Learning Mode:

- **Hybrid Learning Model:** Combines online learning with in-person sessions for flexibility and interactive engagement.
- **Interactive Sessions:** Includes live webinars, workshops, and Q&A forums with expert instructors and peers.
- **Self-paced Learning:** Access course materials anytime, allowing you to learn at your own pace.



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## Curriculum Highlights:

- Fundamental Knowledge:** Core principles of New Product Master
- Advanced Techniques:** In-depth understanding of advanced tools.
- Real-World Applications:** Practical projects and case studies to apply your learning.
- Capstone Project:** A final project that integrates all your skills and knowledge, showcasing your proficiency in New Product Master

## Professional Development:

- Continuous Learning:** Stay updated with the latest trends and advancements in New Product Master.
- Networking Opportunities:** Connect with industry experts, peers, and alumni to advance your career.
- Ethical Considerations:** Learn about data ethics, privacy, and compliance to maintain the integrity of your practices.



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# Program Objectives

- Market Research and Analysis
- Product Development and Innovation
- Project Management
- Marketing and Launch Strategies
- Sales and Distribution





## New Product Master

# Expected Outcome

- Proficiency in New Product Master tools and techniques.
- Practical experience through hands-on projects.
- Strong analytical and problem-solving skills.
- Application of ethical practices.
- Innovation in New Product Master solutions.

# Skills Learned

- **Market Research and Analysis:** Conduct comprehensive market research to identify trends, customer needs, and opportunities for new products.
- **Product Development and Innovation:** Develop and implement innovative product ideas, from concept to prototype and final product.
- **Project Management:** Manage new product development projects, including planning, execution, and monitoring to ensure timely and successful delivery.
- **Marketing and Launch Strategies:** Create effective marketing plans and launch strategies to introduce new products to the market and drive customer adoption.

## NEW PRODUCT MASTER



## Job Positions and Opportunities

- TPM Manager
- Assistant Manager Maintenance
- Maintenance Engineer
- Manufacturing Engineer
- Zero Emission Bus - Total Program
- Sales Manager
- Maintenance Engineer (Quality HR Services).



## Industry Demand

- High demand across various sectors
- Competitive salaries
- Strong growth potential

## Key Industry Verticals

E-commerce and Retail, Manufacturing and Automotive, Healthcare and Pharmaceuticals, Technology and Electronics, Logistics, SOil and Gas, Agriculture and Agribusiness, Fashion and Apparel.



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# New Product Master

## Program Outline

### Stage 1: Fundamentals of New Product Master

- **Market Research and Analysis:** Learn how to conduct thorough market research to understand market trends, customer needs, and identify opportunities for new products.
- **Product Development and Innovation:** Develop skills to create innovative and high-quality products from concept to final product, using best practices in product development.
- **Project Management:** Gain expertise in managing new product development projects, including planning, execution, monitoring, and ensuring timely delivery.



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## New Product Master

### Stage 2: Advanced New Product Master Techniques

- **Predictive Analytics and Market Forecasting:** Utilize predictive analytics to forecast market trends and customer behavior, enabling proactive decision-making and identifying opportunities for new product development.
- **Design Thinking and Prototyping:** Apply design thinking methodologies to foster creativity and innovation in product development, and master advanced prototyping techniques to test and refine product concepts.
- **Agile Project Management and Risk Mitigation:** Implement advanced Agile practices to manage complex product development projects efficiently, and develop sophisticated risk management strategies to mitigate potential challenges.



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## Stage 3: Practical Applications

- Market Research and Analysis:** Conduct comprehensive market research to identify trends, customer needs, and opportunities for new product development
- Product Development and Innovation:** Develop and implement innovative product ideas, from concept to prototype and final product, ensuring they meet market demands.
- Project Management:** Manage new product development projects, including planning, execution, and monitoring, to ensure timely and successful delivery.

## Stage 4: Capstone Project

### Market Research and Analysis:

- Conduct thorough market research to identify trends, customer needs, and opportunities for a new product.
- Analyze competitive landscape and identify gaps in the market.

### Product Concept Development:

- Develop innovative product ideas and concepts based on market research insights.
- Create a product roadmap outlining the key features, functionalities, and value proposition.

### Prototyping and Testing:

- Design and develop a prototype of the new product.
- Conduct rigorous testing and gather feedback from potential users to refine the product.



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## New Product Master

# Elective Modules

- **User-Centered Design:** Learn advanced techniques for creating products that prioritize the needs and experiences of users through human-centered design methodologies.
- **Sustainability in Product Development:** Explore sustainable practices in product development, focusing on eco-friendly materials, processes, and lifecycle management.
- **Innovation Management:** Gain expertise in managing and fostering innovation within organizations, including techniques for idea generation and innovation culture development.
- **Product Lifecycle Management (PLM):** Understand the end-to-end management of a product's lifecycle, from concept to disposal, using PLM tools and strategies.
- **Data-Driven Decision Making:** Develop skills in leveraging data analytics to inform product development decisions, optimize performance, and enhance customer satisfaction.

## Enrollment Now Open

Take the first step towards becoming a certified New Product Master Professional. Enroll in our program and enhance your career.



## Contact Us:

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