Emerging Business

New Product Master

<u>Curriculum</u>

Program Outline :

Module 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.

Module 2: Advanced New Product Master

- **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.

Module 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.

Module 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.

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.

Websites:

- https://chools.in/
- https://ramaqchools.com/
- https://www.choolsgroup.com/