

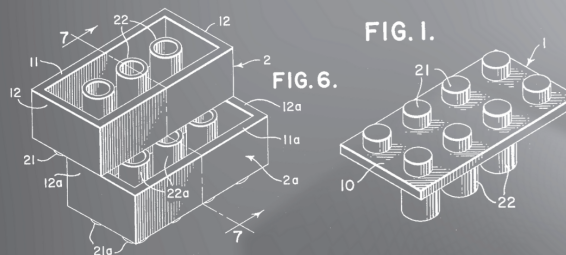
Course Syllabus

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MBA 703

Developing New Products
and Services



Course Information

This course is offered collaboratively through the UW MBA Consortium.

Course Title: MBA 703 - Developing New Products and Services

Course Section: 840

Credit Hours: 4.0

Course Term: Spring 2022

Delivery Mode: Online

Course Dates: January 31, 2022 - May 13, 2022

If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [Consortium/UW-Eau Claire \(https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes\)](https://help.wisconsinonlinemba.org/article/60-adding-dropping-classes) | [UW Oshkosh \(https://uwosh.edu/registrar/students/add-drop-calendar/\)](https://uwosh.edu/registrar/students/add-drop-calendar/) | [UW-Parkside \(https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm\)](https://www.uwp.edu/live/offices/registrarsoffice/adddrop.cfm)

Instructor Information

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Course Description

In today's competitive marketplace, innovation is critical to the long-term survival of a business. Firms use new product and service development decision frameworks, structures, and processes to discover new markets, understand the potential for product innovations, and manage the risk in pursuing these opportunities. This course examines the cycle firms follow when pursuing product and service innovation, from idea generation to commercialization. Students will learn how firms develop and introduce new product and service offerings to the market. They will also evaluate the market potential by using consumer insights gained from market research data. Students will learn about mapping customer perceptions, product positioning and product pricing. The course concludes with students making recommendations on whether to proceed with a new product or service development and introduction.

Learning Outcomes

Upon completion of this course, students will be prepared to:

- Apply the process used for developing new products and services.
- Create human-centered design solutions.
- Develop a marketing strategy for a new innovation.
- Determine the financial viability of an innovation.

Required Course Materials

Textbooks

Title: New Products Management (12th edition, 2021)

Authors: Crawford and Di Benedetto

ISBN: 978-1-2-6051202-1

Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.

[Click here to learn more about ordering textbooks](#)

[_ \(https://www.wisconsinonlinemba.org/order_textbooks.phtml\)](https://www.wisconsinonlinemba.org/order_textbooks.phtml). Contact mba@uwec.edu

[_ \(mailto:mba@uwec.edu\)](mailto:mba@uwec.edu) with any textbook-related concerns.

Required Purchase - Coursepack from Harvard Business Review

A course pack with 20 cases/articles is required for the course. This can be purchased directly through the [Harvard Business Review website](https://hbsp.harvard.edu/import/879686) [_ \(https://hbsp.harvard.edu/import/879686\)](https://hbsp.harvard.edu/import/879686). You will need to create an account to purchase the materials. The cost of the course pack is \$120.37. Here is [a document showing titles of the articles/cases](#) ↓

(https://uws.instructure.com/courses/478277/files/42136006/download?download_frd=1) included in the course pack and the weeks in which they are assigned.

Additional Readings

Articles from a variety of business magazines/newspapers and company websites may be used in conjunction with case studies or other assignments.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas is a requirement of this course.

Please review the minimum technology requirements and recommendations in the **Online Course Resources** link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on *Your Responsibilities*, *Strategies for Success*, *Tech Tips*, and *Tech Support*.

Course Topical Outline

Unit 1: The Big Picture

- Week 1: New Product Development Process and Organizational Aspects

Unit 2: Concept and Idea Generation

- Week 2: Creativity - Sources of New Products and Services Ideas
- Week 3: Solving Customer Problems
- Week 4: Analytical Attribute Approaches

Unit 3: Concept and Idea Evaluation

- Week 5: Concept Testing and Evaluation of Market Trends
- Week 6: Demand Forecasting and Basic Financial & Risk Analysis

Unit 4: Product and Service Development

- Week 7: Intellectual Property | Product and Service Design Attributes and Testing

Unit 5: Marketing Strategy Development and Business Analysis

- Week 8: Buying Persona/Organizational Buyers
- Week 9: Marketing Mix Development - Pricing & Distribution Channels
- Week 10: Marketing Mix Development - Promotion
- Week 11: Marketing Strategy - Differentiation, Positioning, and Branding
- Week 12: Financial Analysis

Unit 6: Product Launch

- Week 13: Launch Management
- Week 14: Public Policy Issues and Business Ethics

Assignments & Activities

In this course, you'll work with your classmates on case discussions, complete individual assignments, and develop a lean business model canvas. See each unit in the content area for specific details about these assignments.

All assignment due dates are 11:59 pm CST on the day indicated. If you are noticing assignments due at other times, that may be due to the mobile version of Canvas adjusting to your time zone. It is possible to change your time zone on the desktop version of Canvas, but the mobile version has been known to adjust automatically.

The course is worth a total of 1000 points. Here's the breakdown:

Assignment Type	Points
Introduction Post	10 pts
Weekly Activities (Case Discussions and Individual Assignments)	840 pts (14 weekly assignments x 60 pts each = 840)
Lean Business Model Canvas	150 pts (20pts for peer check in + 130pts for final lean canvas)

Case Discussions (10)

The course consists of ten small group discussions about various cases. A group response that reflects the perspectives of the group is required for each of these case discussions. You will be in groups of five and each student will assume the role of discussion leader to submit the group response twice during the semester. In the first week, you'll have an opportunity to discuss procedures and make a plan with your group mates. This plan should identify the weeks that each group member will be responsible for leading the group discussion responses as well as suggestions for working collaboratively. The titles for each of these assignments are listed below:

- Week 2 Discussion
- Week 4 Discussion
- Week 5 Discussion
- Week 6 Discussion
- Week 8 Discussion
- Week 9 Discussion
- Week 10 Discussion
- Week 11 Discussion
- Week 13 Discussion
- Week 14 Discussion

Initial Posts due Tuesday by 11:59 pm: Each student will be responsible for submitting responses to a series of questions about the case individually. This aspect will be the most substantial work for the week; if your weekday time for the course is limited, we suggest you complete this activity the weekend before it is due. It is likely your classmates will appreciate early posts!

Most discussions are set so you will not see others' posts until you've posted yours to ensure originality in responses.

Group Response due Friday by 11:59 pm: Arrive at a team response to the case discussion questions. It is perfectly okay to include conflicting opinions if such are expressed by a team's members. Use the rubric located in the discussion while writing a team response. Discuss among yourselves to the extent necessary to create the team response. This may involve clarification or questions, so ensure you are checking back into the discussion each weekday to engage with your group. Interactivity between you and your classmates and between you and your instructors is essential to your success in this course. Please stay in contact with your group and instructors and let them know as soon as possible if you anticipate having difficulty participating.

Grading: The rubric in the discussion will be used to provide a group grade to the group response posted by the week's leader. Individual grades may vary or deviate from the group grade. Points may be removed or deducted for individuals if their submissions do not reflect a thoughtful effort to answer the questions and/or the student does not participate in the discussion to clarify and finalize a team response.

TIP: Compose discussions in Microsoft Word or Notepad and then copy and paste the material into your discussion message. That way if your browser crashes, you can just open it up again and re-paste the message. Discussion posts should be spell-checked and use standard English grammar. Ensure you are familiar with the discussion rubric, which is available in the discussion area.

Individual Assignments (4)

- Week 1 Discussion: Wallet Activity (no group response)
- Week 3 Meal Kit Individual Assignment
- Week 7 Discussion (no group response)
- Week 12 Individual Assignment

Some weeks will involve an individual assignment or a discussion that does not require a group response. These activities will have specific criteria and/or rubrics to refer to and will still be worth 60 points, indicating a similar level of involvement/effort each week.

Lean Business Model Canvas

The lean business model canvas is a simplified business plan strategy that aides in decision making. Throughout this course, you will apply the material to complete a lean business model canvas. In many weeks you will receive instructions to complete specific sections of the canvas, although your work will

not be assessed every week; there will be a mid-point video submission and a final video and written submission. Dates are indicated in the calendar with more information.

The topic/idea you use can be related to your work or something that you've identified from your personal life. It is ok if you decide partway through the course to change your idea as you learn more and have more time to think. This is an individual assignment, though you will have the opportunity to work with a partner for peer review and collaboration through the course.

Grading Scale

The following grading scale applies in this course:

Percentage	Consortium / UW-Parkside	UW-Oshkosh
93-100%	A	A
90 - < 92.9%	A-	A-
87 - < 89.9%	B+	B+
83 - < 86.9%	B	B
80 - < 82.9%	B-	B-
77 - < 79.9%	C+	C+
73 - < 76.9%	C	C
70 - < 72.9%	C-	C-
67 - < 69.9%	D+	F
63 - < 66.9%	D	F
60 - < 62.9%	D-	F
0 - < 59.9%	F	F

Late Work & Authorized Absence Policy

Any **individual** assignments turned in after the deadline receive a 10% deduction each day it is late for up to three days. For example, if you miss an 11:59 p.m. due date on Tuesday but turn the assignment in before 11:59 p.m. on Wednesday, the assignment will receive a 10% deduction. If it is after 11:59 p.m. on Thursday and you still haven't turned in the late assignment but turn it in before 11:59 p.m. Friday, the assignment receives a 20% deduction, and so on. After three days, the assignment receives a score of 0.

Note: This late work policy does not apply to discussion assignments. Due to the collaboration necessary to develop group responses, it is very difficult to accommodate late postings or submissions. Please work early to avoid last minute issues with discussions. It is ideal to work and post the weekend before assignments are due. If you have extenuating circumstances, contact your instructors.

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.
 - o [UW Oshkosh](https://www.uwosh.edu/registrar/policies/attendance-policy) [_\(https://www.uwosh.edu/registrar/policies/attendance-policy\)_](https://www.uwosh.edu/registrar/policies/attendance-policy)
 - o [UW-Parkside](https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf) [_\(https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf\)_](https://www.uwp.edu/learn/academiccatalog/2019-2021/upload/201921-ACADEMIC-CATALOG-082619.pdf) (see page 31)
2. UW MBA Consortium students will follow the [UW-Eau Claire Authorized Absence Policy](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences). [_\(https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences\)_](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)

If your absence falls into the excused absence category, please contact your instructors as soon as possible. We may request that you provide documentation, and may need time to make alternative assessments available to you.

Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Academic Integrity

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructors and may not be shared outside of this course (e.g., to commercial "study sites") without permission.

Unless otherwise specified, all work that you submit should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue \(http://owl.english.purdue.edu/owl/resource/560/01/\)](http://owl.english.purdue.edu/owl/resource/560/01/) for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14 \(https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf\)](https://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)).

Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative \(https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas\)](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas) and with [Section 508 \(https://www.section508.gov/\)](https://www.section508.gov/) guidelines.

Additionally, Canvas was certified as a [substantially conformant LMS \(https://webaim.org/services/certification/canvas\)](https://webaim.org/services/certification/canvas) by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at [BIZHelp@uwec.edu \(mailto:bizhelp@uwec.edu\)](mailto:bizhelp@uwec.edu) and we will work with you to find a reasonable accommodation.

Student Expectations

This is a 4-credit course and therefore we anticipate that you will spend approximately 10 hours per week on this course, including time spent reading, completing required activities, and completing the

assignments. We recommend that you adopt the habit of completing the required readings and assignments as soon as possible and refer to the calendar for all deadlines.

Group participation is a critical component to the success of this class. We expect you to participate from the first day of class. This means that each of you will become familiar with Canvas and will immediately become active in your small groups. If a group member is not active, we expect you to contact that person and/or let us know of their delay or inactivity. **Note:** Choosing not to participate in group work will result in failing this course.

For questions related to the course, please post in the [? Ask the Class/Raise your Hand](#) discussion forum. We will respond to any questions posted within 24 hours (weekend responses may take longer). If you find that someone has posted a question that you can answer and we haven't responded yet, please feel free to help each other out! If you have a question that you would prefer to ask privately (e.g., a grade question), feel free to email us.

To ensure a timely and accurate response to your message, remember to keep your communication positive, constructive, and relevant to the course. Please also remember to be professional: use standard capitalization, punctuation, and appropriate language; spell check your messages before sending them; and be sure to include all the information we will need to act on your message.

Check the News area on the course homepage for course related announcements, thoughts from the instructors, and other updates and information pertinent to the course.

You can [subscribe to notifications \(https://community.canvaslms.com/docs/DOC-10624-4212710344\)](https://community.canvaslms.com/docs/DOC-10624-4212710344) if you wish to receive an email or text alert when new messages have been posted to the course.

Read the written feedback and completed rubrics for all assignments. To view feedback, click to expand the written comments from your instructors. [Click here to find instructions along with a video demonstrating how to expand your feedback in Canvas \(https://www.uwidocs.org/2019/11/20/wheres-my-feedback/\)](https://www.uwidocs.org/2019/11/20/wheres-my-feedback/).

You should plan on logging in to the course at least once per day Monday-Friday. Canvas may also be accessed via a mobile app available for Apple and Android devices.

For more information, see the **Online Course Resources** area on the left side navigation bar.

Instructor Expectations

We will respond to any emails or discussion posts within 24 hours during the Monday through Friday work week. We will be checking the course periodically on weekends but can't guarantee a response.

We will try to provide assignment feedback within 7 business days after the submission deadline.

Final Grades




Your final grade for the course will be posted in the Canvas Grades. Please check the Canvas Grades area regularly to make sure that your grades have been posted correctly. If you notice an error, please contact us as soon as possible so that we can investigate.

Additional Information & Resources







Additional information and resources can be accessed via links on the Navigation bar of this course. Specifically:









- For tips and guidance on participating in discussions, refer to the Netiquette policy.
- For help with accessing reserved library articles (login and password), refer to the Library Guide in the "Online Course Resources" link on the sidebar.

Course Summary:

Date	Details	Due
Mon Jan 31, 2022	 Complete the Student Code of Conduct (https://uws.instructure.com/calendar?event_id=895150&include_contexts=course_478277)	12am
	 Group Procedures Discussion	to do: 11:59pm
Tue Feb 1, 2022	 Introductions (https://uws.instructure.com/courses/478277/assignments/4205545)	due by 11:59pm
	 Week 1 Discussion: Wallet Activity (https://uws.instructure.com/courses/478277/assignments/4205533)	due by 11:59pm
Fri Feb 4, 2022	 Week 1 Discussion Response Posts Due (No Team Response Due Yet)	to do: 11:59pm
Tue Feb 8, 2022	 Week 2 Discussion (https://uws.instructure.com/courses/478277/assignments/4205534)	due by 11:59pm
Fri Feb 11, 2022	 Lean Business Model Canvas: Problem	to do: 11:59pm
	 Week 2 Discussion Team Response Due	to do: 11:59pm

Date	Details	Due
Fri Feb 18, 2022	 Week 3 Meal Kit Individual Assignment https://uws.instructure.com/courses/478277/assignments/4205550	due by 11:59pm
	 Lean Business Model Canvas: Solution	to do: 11:59pm
Tue Feb 22, 2022	 Week 4 Discussion https://uws.instructure.com/courses/478277/assignments/4205535	due by 11:59pm
	 Lean Canvas Check In Video: Problem, Solution, & Customer Segments https://uws.instructure.com/courses/478277/assignments/4205532	due by 11:59pm
Fri Feb 25, 2022	 Week 4 Discussion Team Response Due	to do: 11:59pm
Sun Feb 27, 2022	 Lean Canvas Check In Video Peer Feedback Due	to do: 11:59pm
Tue Mar 1, 2022	 Week 5 Discussion https://uws.instructure.com/courses/478277/assignments/4205536	due by 11:59pm
	 Lean Business Model Canvas: Unique Value Proposition	to do: 11:59pm
Fri Mar 4, 2022	 Week 5 Discussion Team Response Due	to do: 11:59pm
Tue Mar 8, 2022	 Week 6 Discussion https://uws.instructure.com/courses/478277/assignments/4205537	due by 11:59pm
	 Lean Business Model Canvas: Revenue Stream	to do: 11:59pm
Fri Mar 11, 2022	 Week 6 Discussion Team Response Due	to do: 11:59pm
Tue Mar 15, 2022	 Week 7 Discussion https://uws.instructure.com/courses/478277/assignments/4205538	due by 11:59pm

Date	Details	Due
Fri Mar 18, 2022	 Recommended Peer Consultant Check In - Problem through Unfair Advantage	to do: 11:59pm
	 Week 7 Discussion Response Posts (no Team Response This Week)	to do: 11:59pm
Tue Mar 22, 2022	 Week 8 Discussion https://uws.instructure.com/courses/478277/assignments/4205539	due by 11:59pm
Fri Mar 25, 2022	 Week 8 Discussion Team Response Due	to do: 11:59pm
Sun Mar 27, 2022	 Midterm Course Evaluation	to do: 11:59pm
Tue Mar 29, 2022	 Week 9 Discussion https://uws.instructure.com/courses/478277/assignments/4205540	due by 11:59pm
Fri Apr 1, 2022	 Lean Business Model Canvas: Channels	to do: 11:59pm
	 Week 9 Discussion Team Response Due	to do: 11:59pm
Tue Apr 5, 2022	 Week 10 Discussion https://uws.instructure.com/courses/478277/assignments/4205541	due by 11:59pm
Fri Apr 8, 2022	 Week 10 Discussion Team Response Due	to do: 11:59pm
Tue Apr 12, 2022	 Week 11 Discussion https://uws.instructure.com/courses/478277/assignments/4205542	due by 11:59pm
Fri Apr 15, 2022	 Week 11 Discussion Team Response Due	to do: 11:59pm
Sun Apr 24, 2022	 Week 12 Individual Assignment https://uws.instructure.com/courses/478277/assignments/4205549	due by 11:59pm

Date	Details	Due
	 Lean Business Model Canvas: Cost Structure	to do: 11:59pm
Tue Apr 26, 2022	 Week 13 Discussion (https://uws.instructure.com/courses/478277/assignments/4205543)	due by 11:59pm
Fri Apr 29, 2022	 Lean Business Model Canvas: Key Metrics	to do: 11:59pm
	 Week 13 Discussion Team Response Due	to do: 11:59pm
Tue May 3, 2022	 Week 14 Discussion (https://uws.instructure.com/courses/478277/assignments/4205544)	due by 11:59pm
Fri May 6, 2022	 Week 14 Discussion Team Response Due	to do: 11:59pm
Mon May 9, 2022	 Lean Business Model Canvas: Final Summary Video and Presentation File (https://uws.instructure.com/courses/478277/assignments/4205548)	due by 11:59pm
	 Final Grade (https://uws.instructure.com/courses/478277/assignments/4205547)	