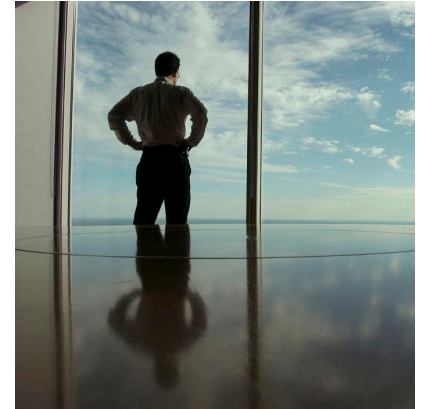


Course Description

Days in the Life of a New Product Development Manager AMS301

Overview

This course discusses the day-to-day issues that face a product manager while utilizing a generic stage-gated process for new product development planning and execution. Through the use of the course slides, participant exercises, and anecdotal information based on the instructor's experience, the participants will gain a working knowledge (non-engineering based) of a new product development (NPD) stage-gated model and the inherent issues that are involved with its life cycle execution.



Learning Objectives

- Understand the overview/functional flow of the mechanics of each stage of a New Product Development process
- Develop insight into prevalent communication issues in new product development
- Understand prevalent Human Resource issues
- Understand day-to-day struggles, insights and “pain points”

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises.

Duration

One day

Who Should Attend

Individuals at all levels of the organization who wish to gain a greater understanding of the challenges of New Product Development (NPD) would benefit by taking this course.