BMA608
NEW PRODUCT AND SERVICE DEVELOPMENT

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator
Gauri Laud
CONTACT DETAILS

Unit coordinator

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Room location and number: Room 411, Centenary Building
Consultation hours: By appointment
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WHAT IS THE UNIT ABOUT?

Unit description

Firms are paying more attention to the development of new products and services to enhance their market position. Commercialising innovative products and services on a timely basis is a key to not only profit but in some industries, survival. However, despite the significant investment in screening and developing new products and services, statistics reflect continuing high failure rates. This underscores the need for better management of new product and service commercialisation.

This unit will develop your knowledge of how new product and new service development creates value for a firm and its stakeholders. It will focus on new product and service commercialisation from a strategic perspective, emphasising the development of knowledge of the strategic foundations for new product and service development. These foundations comprise the sources for product and service innovation, the timing of market entry, competition and product market issues, market adoption, developing new service bundles, and strategies for marketing new products and services.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Discuss the theories and concepts of new product and service development and apply them to practice.
2. Analyse factors that impact new product and service development decisions.
3. Plan commercialisation strategies and develop implementation plans for new product and service development.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

More resources will be provided via MyLO to help you to prepare for the Pitchfest assessment.

Prior knowledge &/or skills

It is strongly recommended that you complete BMA506 Foundations of Marketing and BMA604 Consumer Decision making before undertaking this unit to ensure you have the necessary level of knowledge to successfully complete assessments.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment item 1: Workshop assessment activities</td>
<td>Week 2 -7</td>
<td>35</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment item 2: Essay – New Product Success or Failure</td>
<td>Week 9</td>
<td>25</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment item 3: New product development Project - Pitch and Proposal</td>
<td>Week 12 and 13</td>
<td>40</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment Details

Assessment Task 1: Workshop Assessment Activities

**Task description**

Workshop activities give you an opportunity to engage in discussions and share your thoughts, help you to articulate and communicate your point of view, and develop not only your own knowledge but also assist your fellow classmates to gain a better understanding of the topic. The assessment focuses on your performance in terms of participating in class activities and discussions. Workshop activities will include three online tests, three case study analyses and class participation.

**Online tests (15%)**: This is an individual assessment worth 15 marks of the total mark for this assessment. Starting from Week 2 you will complete an online test during the workshop. The online tests will consist of questions related to the lecture materials covered. The tests aim to examine your knowledge and understanding of the theory and concepts covered prior to
There will be three tests over the course of the semester in Week 2, 3 & 4, with an allotted time of 15 minutes per test. Each test is worth 5 marks out of the total of 15 for the online test assessment task.

**Case study analysis (15%):** This is a group assessment. Starting from Week 5, student groups are expected to be prepared to present a case analysis. Allocations for which groups will present will be made at the beginning of the workshop. Students who do not attend receive zero marks for this assessment. This section forms 15 marks of the total mark for this assessment task.

Each week between and including weeks 5 and 7 there will be two/three case study presentations. Each presentation will be peer-reviewed each week by other groups. The peer reviewing groups will also ask probing questions at the end of each presentation.

**Presentations:** Groups may work together to prepare the weekly case study analysis or work individually. Please prepare a short PowerPoint for each case analysis. You can prepare your presentation individually or as a group. More instructions are available on MyLO.

**Peer review:** The peer review should critique the presentation, identifying areas where theory has been misused or misunderstood. Each group member will also have to ask one
question to the presentation group immediately after the presentation, clarifying points made during the presentation or asking for further information. A written review of 100 words covering the questions asked, and of the presentation group’s performance, is due the following day by 5pm. This should be submitted (to the MyLO dropbox) as a group review. However, you will be marked individually, based on your performance in the workshop and the report provided on MyLO related to the questions you asked the presenting group.

Note: Groups will do the review and report several times during the course of workshops throughout the semester.

Class participation (5%): You will actively participate in inclass discussions. Your class participation will be assessed by your ability to answer theory review questions, mini-case studies through application of new product and service development theory, creativity and innovation skill development activities. Your final mark for this assessment piece will be an average of your scores for all the workshop participation. If you miss a workshop activity, you will receive zero for that day. The overall result for this assessment piece will be announced at the end of semester when all workshops and assessment tasks are completed.

The average of all markings forms the total mark for assessment one, which will be released at the end of the semester.
<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain theories and concepts underpinning new product and service development processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Apply new product and service development theories to critically evaluate real-world new product projects.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Evaluate the different sources of product and service innovation and their nature.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Analyse and evaluate the merits and role of networks and strategic alliances in managing the new product and service development process.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**

Varies

**Due by date**

Week 2 - 7

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**Assessment Task 2: Essay**

**Task description**

Essay – New Product Success or Failure

The essay will assess your ability to apply your knowledge of new product development and service theory to a real market product failure or success example. This is an individual assessment.

The failure rate for new products and services has increased by 30–80 per cent for several decades. This suggests the value of learning about this enduring and costly marketing problem more intensively. To accomplish this, you may select a product/service/brand that entered the marketplace (Australia or global) within the past ten years and subsequently failed.

“Failure” is defined broadly and includes situations in which the product (1) has been withdrawn from the market, (2) achieved
only a fraction of its pre-launch sales forecasts, or (3) remains unprofitable.

Alternatively, you may select a new product that has been successful. “Success” is defined broadly and includes situations in which the product has (1) exceeded expectations, (2) achieved significantly above its pre-launch sales forecasts or (3) gained a great deal of positive public relations. You will use UTAS library portal and Google search to identify such products/services.

Resources to assist you to support your search will be provided on MyLO. You must not select situations that are covered in workshop cases for this unit.

You will evaluate the products/services/brand on the basis of:

- **Target market and need for product or service**
- **Situation analysis** – what went right or wrong regarding the industry/market, competition, company capabilities, positioning, and/or the 4 P’s
- **Metrics of success**
- **Marketing implications**

Using the evaluation criteria listed above, you must identify the primary target market and the need that it met or was intended to meet, analyse the situation to determine what went right or wrong, discuss metrics that determined its failure or success and then state your marketing implications and recommendations on what you would have done differently to have made the product/service/brand successful or more successful.

<table>
<thead>
<tr>
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<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain theories and concepts underpinning new product and service development processes Apply new</td>
<td>LO1</td>
</tr>
<tr>
<td></td>
<td>product and service development theories to critically evaluate real-world new product projects.</td>
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<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Analyse opportunities for commercialising a new product or service in terms of its potential customers, entry timing and market development. LO2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Evaluate the different sources of product and service innovation and their nature. LO2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Apply strategic considerations for communicating and pricing a new product and service for market entry. LO3</td>
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</tr>
</tbody>
</table>

**Task Length**

1500 words ± 10% (excluding references)

**Due by date**

Week 9, 17th September, 11:30 pm

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**Assessment Task 3: New product development Project - Pitch and Proposal**

**Task description**

**New Product Pitch and Proposal**

The new product development pitch and proposal focuses on providing you with experience in the new product development process. The project focuses on market analysis, concept generation, design, testing and marketing for the new product or service. This project is developed to enhance both your learning and professional market value through direct, hands-on experience with the key managerial activities that are involved in moving a new product, service, or other marketing innovation from its early inception through the development stages that help refine and optimise it.

**The assessment has two parts: 1) pitch and 2) proposal**

The project is done in groups of 4 students, which will be established in the 1st workshop. Student groups must register their product/service concepts by Week 4 on MyLO.
**New Product/Service Pitch**

Coming up with creative product or service ideas is easy, but selling it to corporate decision makers is hard. In this stage of the assessment, student groups will pitch their new product/service concept to a panel in Week 13. A review panel will assess the project concept on the basis of NPD opportunity identification and market analysis (industry, competitive, consumer and other factors that support its potential), concept generation and evaluation, development and strategy evaluation (feasibility analysis, perceptual map, target markets, risk assessment, etc.) and recommendations (marketing mix objectives, marketing strategies, implementation plans and contingency planning), and their ability to convince the panel members. Students are expected to develop prototypes of their new product/service concepts (in the form of mock-ups, drawings, demo web pages, etc.)

A ‘Pitchfest’ will be organised in WEEK 12. Student groups will pitch their ideas to an expert panel. An assessment rubric will be posted on MyLO. The best pitch will also receive a panel choice award. Information about Pitchfest will be provided on MyLO.

**New Product/Service Proposal**

The new product/service proposal will include the nature and rationale of the proposed product or service, alternative product or service concepts, consumers’ reactions to each concept, the subsequent marketing strategy and tactics and a self-evaluation
of the strategy’s overall soundness. **It is important that new product or service concepts are a major or radical innovation, to be considered as ‘new’ rather than a small modification to existing products/services in the marketplace.** A separate guidance document regarding the format of this assessment piece will be provided on MyLO.

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<tbody>
<tr>
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<td>Explain theories and concepts underpinning new product and service development processes; Apply new product and service development theories to critically evaluate real-world new product projects</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Analyse opportunities for commercialising a new product or service in terms of its potential customers, entry timing and market development.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Apply strategic considerations for communicating and pricing a new product and service for market entry. Analyse and evaluate the merits and role of networks and strategic alliances in managing the new product and service development process.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**

- **Pitch**: 6 minutes + 10 minutes for questions and answers from the review
- **Proposal**: 2500 words ± 10% (excluding references)

**Due by date**

- **Week 12 – Written New Product/Service proposals due on October 8th October, 11.30 pm**
- **Week 13 – Pitchfest**
  - **Pitchfest**: will be organised during the workshop on 14th October

There is no final exam for this unit.
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
(b) ‘late’ means after the due date and time; and
(c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. If you have passed the unit you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The
Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics' Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit. For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text [available from the Co-op Bookshop]:

You will need the following text:


Recommended readings


Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

Other Required Resources

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- European Journal of Marketing
- Industrial Marketing Management
- Journal of the Academy of Marketing Science
- Journal of Business Research
- Journal of Marketing Research
- Journal of Marketing
- Journal of Operation Management
- Journal of Product Innovation Management
- Journal of Service Research
- Journal of Strategic Marketing
- Marketing Science
- Strategic Management Journal
- R&D Management

Useful websites

http://www.pdma.org/npdp
http://www.marketingnewproduct.com/
Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

The unit includes face-to-face workshops (2 hours) built around theories, exercises, case discussions and applied problems in new product and new service development. Development of subject-specific knowledge and skills are introduced and further developed through workshops, and readings are consolidated by the use of study materials and other examples. You are in control of your learning in this unit. You are recommended to take part positively and actively in all the workshops. In this unit, theory and practice go together.

Workshops

There will be a series of thirteen 2-hour workshops commencing in week 1, with students divided into groups of four (4). Workshops provide you with the chance to practice the theory you learn through analysing, discussing and practising real product and service development issues.

Blended Learning Mode

The unit will be delivered in blended learning mode. The unit is topic centred, rather than textbook chapter focussed. This means you will have to review different chapters in part to develop a coherent understanding of the week's topic. Prior to coming to the class you are required to review the chapters from the prescribed textbook, MyLO reading resources, and lecture slides. Every week the workshop will start with a lecture for one hour discussing the week's topic. The workshop will then proceed to interactive discussion of workshop exercises and assessments.

Self-directed study is important. In addition to the prescribed textbook, lecture slides, workshop activities provided by the lecturer, you are expected to do your own search in order to enhance your knowledge, and also support your arguments in class.
discussions, workshop activities, and group/individual assessments. You can share your resources (e.g., journal/trade articles, web links, etc.) with others on the online discussion platforms set up on MyLO for this unit.

**Distance Mode**

Study material, resources, lecture recordings for this unit will be provided to distance students through MyLO. **Lecturer will provide a separate assessment submission schedule for distance students on MyLO. Distance students will also have access to group discussion boards to collaborate with their group members on various assessments in the unit. Distance students are expected to regularly check MyLO announcements.**

**Specific attendance/performance requirements**

This is a 12.5% credit point unit running over 13 weeks with a Two (2) hour face-to-face workshop. The total time commitment required for this unit is a minimum of 130 hours. In addition to the Two (2) hours, students are expected to devote an additional ten (8) hours in self-directed study. This includes time spent in preparing for workshops, preparing for and completing assessment tasks, together with time spent in general study and revision. Group work is a focus of analysing, developing, and implementing new product development techniques in practice and therefore also in this unit. You should make sure you allocate the necessary time and attention needed to work with your group during semester.

In this unit, your active engagement will be monitored in the following way:

1. Your class attendance, engagement, and contribution in the workshop activities.
2. Your timely completion and assessment submission

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

**Teaching and learning strategies**

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

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**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

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**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the [How to resolve a student complaint](#) page.
Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
</table>
| 1    | 15 July        | **Topic: Innovation management**  
• The role of innovation and new product/service development in organisations and society.  
• Success and failure for industrial and consumer innovations and new product/service development  
• Role of marketing in innovation and new product/service development  
• Creativity and Innovation | Introduction to assessments and Group formation | Chapters 1 and 2 from the prescribed textbook |
| 2    | 22 July        | **Topic: Product/Service Development and Innovation Strategy – 1**  
• NPD and innovation models  
• Opportunity Identification and strategic planning and selection | In-class Quiz 1 | Chapter 12 from the Trot textbook and Chapter 3 from the prescribed textbook |
| 3    | 29 July        | **Topic: Product/Service Development and Innovation Strategy – 2**  
• New Service innovation  
• New services and new business models  
• Culture and Climate for Innovation | In-class Quiz 2 | Chapters 3, 6 and 14 from the Trot textbook and Chapter 2 from the prescribed textbook |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic: Generating New Product/Service ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5 August</td>
<td>- Knowledge Management</td>
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<tr>
<td></td>
<td></td>
<td>Quiz 3 &lt;br&gt;Submit your new product/service idea on MyLo for Assessment three 10th of August, 6 pm</td>
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<td></td>
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<td>Chapters 4 and 5 from the prescribed textbook</td>
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<td>5</td>
<td>12 August</td>
<td>Topic: Concept generation and Testing &lt;br&gt;Topic: Idea Development</td>
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<td>- Listening to customers&lt;br&gt;- Idea generation techniques&lt;br&gt;- Role of market research in NP/SD&lt;br&gt;- Evaluation and prioritisation of ideas</td>
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<td>Case Study 1</td>
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<td></td>
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<td>Chapters 13, 14 and 15 from the prescribed textbook</td>
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<tr>
<td>6</td>
<td>19 August</td>
<td>Topic: Business and financial analysis</td>
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<td>- NP/SD demand pricing and sales forecasting</td>
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<td>Case Study 2</td>
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<td>Chapters 8 and 11 from the prescribed textbook</td>
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<tr>
<td>7</td>
<td>26 August</td>
<td>Topic: Strategic launch and commercialisation Planning (business to business and consumer)</td>
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<td>- Scope to Market Entry</td>
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<td>Case study 3</td>
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<td></td>
<td>Chapters 16 and 19 from the prescribed textbook</td>
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</tbody>
</table>
- Target market decisions
- Product positioning
- Creating unique value for target market
- Brand and brand management
- Packaging

**Topic:** Post-launch evaluations

### Mid-semester break 2 – 8th September

<table>
<thead>
<tr>
<th>8</th>
<th>9 September</th>
<th>Potential Guest Lecture on Intellectual Property Rights</th>
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<tbody>
<tr>
<td>9</td>
<td>16 September</td>
<td>No lecture</td>
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<td>23 September</td>
<td>One-hour Drop – in session will be organised during the workshop</td>
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<tr>
<td>10</td>
<td>30 September</td>
<td>One-hour Drop – in session will be organised during the workshop</td>
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<tr>
<td>11</td>
<td>8 October</td>
<td>No lecture</td>
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<tr>
<td>12</td>
<td>14 October</td>
<td>Pitch Fest – will be organised during the workshop</td>
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</tbody>
</table>

**Assessment two**

**Essay: New Product Success or Failure**

**Submission date:** 17th September, 5 pm

**Queries associated with assessment three**

**Exam Period 26 October – 12 November (inclusive)**
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.