

MGMT 6100 Topics: Product Development Executive Summary

Registration Details

Course: MGMT 6100 Topics: Product Development

Credits: 2 credits

Description

This course is targeted to Carlson School Masters' students who want to learn more about the customer-focused approach to product development. It is well-suited for students who wish to work in product management or related roles, which may include positions in entrepreneurship, corporate innovation/R&D, consulting, operations, or marketing.

The course focuses on frameworks and skills relevant to the early stages of designing and launching a product. As part of the broader skillset of product management, product development often precedes other product-focused activities, such as those involved in managing the business operations or growth of an established product. But because product design is an iterative, evolutionary activity, product development may also be a recurring process undertaken at various junctures in a product's lifecycle.

Our approach to product development will be based on "customer-focused design" principles similar to those associated with "design thinking", "agile development" or the "lean startup" approach. We will spend some time reading about and discussing these related approaches and the similarities and differences among them.

We will focus on product development practices that can be applied in a range of industries. But we will also consider the extent to which certain practices may be more or less relevant within a given industry context (e.g., software, medical devices).