



**JORDAN UNIVERSITY OF SCIENCE & TECHNOLOGY**  
**INDUSTRIAL ENGINEERING DEPARTMENT**

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| <b>Course Number and Name</b>    | DPPE 370 Product Feasibility Study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Description</b>        | This course adopts a project-based learning method to provide the student the ability to do beneficial analysis along with qualitative and quantitative measures to ensure that a project can be completed to its design specifications. It also introduces the importance of local as well as International standards and regulations and conformity assessment in the process of product launching into the local and international markets. Topics covered include: Risk reduction during product development, assess product viability, technology readiness levels (TRL), market share, technology and platform comparisons, and estimate of product development costs, economic feasibility analysis, green finance and coordinate project timelines. Case studies. |
| <b>Credits and contact hours</b> | 3 Credit hours; 3 hours of lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Pre- or Co-requisites</b>     | PDDE 365                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Required/ Elective</b>        | Required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|------------------------|-------------------------------------------------------------------|
| <b>Instructor</b>      | Dr. Amer Momani                                                   |
| <b>Office Location</b> | Engineering building, CH1 L2                                      |
| <b>Office Phone</b>    | 720-1000 Ext: 22361                                               |
| <b>Email</b>           | <a href="mailto:ammomani@just.edu.jo">ammomani@just.edu.jo</a>    |
| <b>Office Hours</b>    | Sunday, Tuesday & Thursday 9:30 am- 10:30 am & 11:30 am- 12:30 pm |

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| <b>Text Book(s)</b> | Feasibility Study: A Complete Guide, 2021 Edition, The Art of Service - Feasibility Study Publishing, 2020 |
| <b>References</b>   |                                                                                                            |

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| <b>Course Objectives</b> | <ul style="list-style-type: none"> <li>■ Understand the process of evaluating product ideas.</li> <li>■ Be able to conduct market research and analyze market potential.</li> <li>■ Evaluate the technical feasibility of a product concept.</li> </ul> |
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|                          | <ul style="list-style-type: none"> <li>■ Develop basic financial projections and cost-benefit analyses.</li> <li>■ Identify and assess potential risks associated with new products.</li> <li>■ Prepare a comprehensive feasibility study report.</li> </ul> |
| <b>Measured Outcomes</b> |                                                                                                                                                                                                                                                              |

| <b>Topics</b>               | <b>Evaluation</b>  |      |
|-----------------------------|--------------------|------|
| Introduction                | Class Work         | 10 % |
| Market Feasibility Analysis | Projects           | 30 % |
| Technical Feasibility       | Midterm Exam       | 20 % |
| Financial Feasibility       | Final Project Exam | 40 % |
| Operational Feasibility     |                    |      |
| Risk Analysis               |                    |      |