OM 337: Product Development (Spring 2017)

#04480 : M/W 3:30-5:00pm in UTC 1.132
Instructor : Mary Ann Anderson E-Mail: Maryann.Anderson@mccombs.utexas.edu
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Mailbox : CBA 5.202
Office Hours : M 11-12, W 1-2 or by Appointment

Please begin subject line with OM 337

COURSE DESCRIPTION:

The focus of this course is the integration of supply chain management into the product design and development process. It is estimated that upwards of 85% of total product life cycle cost is determined during product development. Unfortunately, most companies do not effectively assess supply chain considerations in this process. This course will focus on the skills and knowledge every supply chain manager should know about new product development (NPD) and how they can incorporate supply chain considerations into the NPD process. The primary focus will be on designing and developing products that optimize the supply chain while maintaining the coherence of the product’s initial vision from concept to customer. Course instruction will include lecture, corporate guest speakers, case studies and a group development project.

COURSE OBJECTIVES:

The main objectives of this course are:

- To provide the student with an understanding of the new product development process from the identification of customer needs, through design and sourcing, to the manufacturing and delivery of the product.
- To identify where in the development process that supply chain considerations have the most impact.
- To learn how to manage new product introduction and its effects on supply chain management over the product’s life cycle.

COURSE MATERIALS:

1. Required Readings

- Course Packet: Available at the Copy Center, 3rd floor GSB. It contains a set of readings and cases we will discuss in class.
• Textbook: “Product Design and Development” by Karl T. Ulrich and Steven Eppinger. McGraw Hill Irwin. Any addition (Do not purchase until after first class)

3. Course Website: This course will use Canvas substantially. The login page is located at http://courses.utexas.edu.

(a) Course Notes: Before each lecture, I will post the slides that will be used in lecture. You may download and print these slides if you would like to take notes. Most of the time, these slides will be incomplete, and you will be expected to fill in the blanks in class.

(b) Additional Reading Assignments: There may be additional readings assigned that are not included in the Course Packet purchased. These will be posted as needed.

(d) Grades: Grades on cases and project assignments will be posted on Canvas. Please check that the grade posted matches the grade on your paper copy, and notify the instructor as soon as possible in case of a discrepancy.

PERFORMANCE EVALUATION:

Your grade will be assessed through project assignments, case write-ups and class participation. Below is a description of how the various types of assignments contribute to your grade, as well as a description of each type of graded work.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Group Project Assignments</td>
<td>15%</td>
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<tr>
<td>Final Group Project Presentation and Paper</td>
<td>25%</td>
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<tr>
<td>Case Assignments</td>
<td>25%</td>
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<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td>Peer Project Review</td>
<td>15%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Group Project
During the semester you will be working on a product development project. Your group will select either a new product you want to develop or an existing product that you would like to improve. Details of the project will be provided in class.

Project Assignments
As part of the group project, you will have assignments periodically throughout the semester. These assignments will require that you apply the tools and techniques learned in class to the development of your selected product. Assignment details will be provided in class.
Final Group Project Presentation and Paper
Your group will be required to give a presentation to the class during the last few class sessions. You will also be required to submit a short written paper explaining the process you used to design/improve your selected product. The presentation date and details will be provided in class.

Case Assignments:
Several case studies will be assigned throughout the semester. You will be required to answer a series of questions for each. Your assignment must be uploaded to Canvas prior to the class period in which it is due.

Cases will be graded on a scale of 0-10 using the following guidelines.

• 0 points for no submittal or no reasonable effort
• 2 point for submittal
• 4 points for submittal and good faith attempt, but missed the mark on the goal of the assignment
• 6 points for essentially correct, good effort
• 8 points for correct answers, very good effort
• 10 points for exceptional work, including correct answers to the challenging questions and insightful analysis of a case with supporting data

A potential deduction of a point from the rubric above will be made for sloppy or unprofessional work.

Any concern regarding the grading of assignments should be addressed no later than one week after the grade is posted.

Class Participation
Regular attendance at all class meetings is expected.

Students are expected to prepare before class the assigned case or readings. Participation in class, in the form of answering questions and/or commenting on the material is strongly encouraged.

In each session, students are asked to pick up their name card and return it at the end of the session. Students who participated in class are asked to put their name card in the designated box.

Students may not disturb classmates, surf the web, read newspapers or use their cell phones in class.

Project Peer Reviews
At the end of the course you will be asked to assess the contributions of your teammates to the group project. Slackers are not welcome and will graded accordingly. Please notify me ASAP if there are issues with group dynamics.
**IMPORTANT NOTIFICATIONS:**

**Students with Disabilities**
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, [http://diversity.utexas.edu/disability/](http://diversity.utexas.edu/disability/).

**Religious Holy Days**
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**Policy on Scholastic Dishonesty**
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at [http://my.mccombs.utexas.edu/BBA/Code-of-Ethics](http://my.mccombs.utexas.edu/BBA/Code-of-Ethics). By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at [http://deanofstudents.utexas.edu/sjs/](http://deanofstudents.utexas.edu/sjs/) to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

**Campus Safety**
Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, [http://www.utexas.edu/safety](http://www.utexas.edu/safety):

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050 (or
Further information regarding emergency evacuation routes and emergency procedures can be found at: http://www.utexas.edu/emergency.

SCHEDULE

A tentative schedule of meetings, readings, and deliverables for the semester is available on Canvas. This is subject to change. When there are major changes, you will be notified by email; a current schedule will always be available on the Canvas course website.