



Course Syllabus EGMT588- Product Development

Winter 2023

INSTRUCTOR CONTACT INFORMATION

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Professor
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COURSE CREDITS: 3

COURSE PREREQUISITES: Graduate Status

CATALOG DESCRIPTION

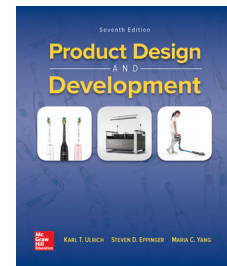
Basic elements of marketing, design, and prototyping for innovation. Study of the multidisciplinary interrelationships involved in the development of commercial products.

TEXTBOOK

Required

Product Design and Development by Karl Ulrich, Steven Eppinger and Maria C. Yang, 7th Edition, 2020, ISBN10: 1260043657, ISBN13: 9781260043655

<https://www.mheducation.com/highered/product/product-design-development-ulrich-eppinger/M9781260043655.html>



LEARNING OBJECTIVES

Upon the completion of the course, students should be able to:

- Create product mission statements, define product functional requirements, assumptions, and constraints
- Develop protocols for successful team formation and performance
- Formulate solutions to design problems, identify potential design alternatives, and evaluate the integrity of selected decisions
- Develop models and prototypes. Perform analysis, testing, and refinement as required
- Present findings, conclusions, and recommendations using professional design review formats

TOPICS COVERED

This course is an overview of product development methods that can be put into practice on development projects. Course topics include product development process, opportunity identification, product planning, identifying customer needs, product

specifications, concept generation, concept selection, concept testing, industrial design, design for manufacturing, prototyping, and robust design.

GRADING/COURSE EVALUATION

▪ Assignments	30%
▪ Project	50%
▪ Discussions	20%

All deliverables **MUST** be completed in order to pass the course.

See course schedule on Blackboard for weekly activity details and due dates

GRADING SCALE: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = < 60%

ASSIGNMENTS

There will be a set of homework assignments for this course. The assignments have specific due dates and must be submitted electronically on time.

PRODUCT DESIGN & DEVELOPMENT PROJECT

The class will be divided into small teams. Each team will be responsible for conceiving and designing a new product through identifying customer needs, analyzing competitive products, establishing target specifications, generating product concepts, selecting final concept, setting final specifications, testing the concept, performing an economic analysis, and planning the remaining project activities.

More details about the exact project requirements will be given in class.

DISCUSSIONS

Participation in discussion boards is required. A description of discussion questions can be found on the course website. You are required to answer the initial discussion questions and then respond to classmates on a minimum of three separate days per week.

Your responses to classmates must contribute to the quality and advancement of discussion. Your post to classmates should be a minimum of one short paragraph and a maximum of two paragraphs. At minimum, your post should have at least five to seven sentences in the paragraph. Whether you agree or disagree explain why with supporting evidence from the assigned readings or a related experience. Support your discussion with a reference, link, or citation when appropriate.

The discussions also provide a forum for students to ask questions and answer important questions about the course material. The discussion questions also allow students to receive feedback from other students in the class and the instructor.

The discussion questions have **specific due dates and must be submitted on time.**

There will be **no make-up discussion accepted** so pay a close attention to deadlines. The discussion questions will be graded and posted to the grade sheet in a timely manner. The following rubric will be used for the online discussion assessment.

	1 pt	2 pts	3 pts	4 pts	Total Points
Timeliness Post to the initial discussion topics/questions and respond to classmates on a minimum of THREE SEPARATE days per week.	Fewer than 2 posts	2 or more posts--all on one day	2 or more posts on two days	3 or more posts on three or more days	X2=
Response Content 1. Responses on topic 2. Responses original 3. References are utilized where appropriate 4. Responses contribute to the quality and advancement of the discussion.	Meets 0-1 Criterion	Meets 2 Criteria	Meets 3 Criteria	Meets all 4 Criteria	X2=
Organization 1. Clear Structure 2. Responses meet posted length requirements. 3. Any references or resources utilized are cited using APA format. 4. Responses are clearly written and contain few spelling/grammatical errors.	Meets 0-1 Criterion	Meets 2 Criteria	Meets 3 Criteria	Meets all 4 Criteria	=
				TOTAL	= ____ / 20

COURSE AND UNIVERSITY POLICIES/PROCEDURES

BLACKBOARD

This course will use Blackboard, so you must be committed to learn to use the technology required to participate in Blackboard course management system.

The course materials can be found at the course [Blackboard](#) website. If you experience technical problems or need assistance with Blackboard, you may contact the WKU IT Helpdesk at (270) 745-7000.

CLASS EXPECTATIONS

Students are expected to complete the class work individually, unless stated otherwise. You are expected to be responsible for your own learning, to thoughtfully complete the assigned readings, to bring questions and offer thoughtful and constructive comments to discussion boards, and to actively participate in discussion and class activities. You are expected to do all required assignments and turn them in on time, as late assignments are not accepted. I also expect you to act honestly and ethically at all times and to treat one another with respect.

MAKE-UP EXAM POLICY

Make-up examinations will only be granted under extenuating circumstances and at my discretion. It is your responsibility to inform me (ahead of time, whenever possible) of extenuating circumstances that might prevent you from completing work by the assigned deadline. Please note that evaluation of extenuating circumstances is at my discretion and documentations are required for verification of the extenuating circumstances. In case of a medical emergency, a doctor's note or a statement from a medical professional must be submitted.

LATE SUBMISSION POLICY

All assignments have specific deadlines and must be submitted on time via Blackboard. In general, a late submission will not be graded and receive a score of zero. With prior arrangements, students may be allowed to submit their late assignments after the due date. However, students who submit assignment up to 3 days late will be penalized by 10 percent per day applied to the grade achieved on the late assignment. Students who submit assignments more than 3 days late will receive a grade of zero on the assignment.

COMMUNICATION POLICY

Email is the preferred method of communication. My response time is within 24 hours Monday – Friday, and 48 hours on the weekends.

Please start your subject lines in email correspondence with Course Number-name: Subject_Of_Message (for example, **EGMT588-JHilltopper: Question regarding DB01**)

HOW TO LABEL YOUR WORK

All assignments should be labeled as follows: student name-class#-assignment#.docx. For example, a student named John Hilltopper would name his assignment **JHilltopper-EGMT588-A01.doc**. Your name and the assignment number must be included in the text of the document attached.

ATTENDANCE & CLASS PARTICIPATION

Students are expected to attend every class meeting and to come fully prepared to actively participate. Attendance will be recorded at the beginning of each class, so students who arrive late to class may risk being considered absent.

Online students are required to logon to the Blackboard system regularly, be alert for my announcements, and participate in discussions. Ideally, you should logon to Blackboard at least 3-5 times a week. Participation during scheduled classroom meetings is expected. There are many ways to participate, including reading class materials, asking

questions, joining in class discussions, volunteering to answer questions raised during class, and being fully engaged and part of classroom demonstrations. You are highly expected to read the indicated lecture materials and reading assignments prior to class so that you will be actively engaged in the classroom discussions.

OGDEN STUDENT COURSE ATTENDANCE STATEMENT

The faculty and staff of Ogden College of Science and Engineering are committed to providing you with learning experiences and opportunities. You must assume ownership of your education and be an active participant in the classroom and laboratory to take advantage of these opportunities. Active participation requires you to attend. Scientific studies have shown that attendance during scheduled classroom and laboratory meetings is directly correlated to your performance on assignments and exams and the potential to earn higher grades. Additionally, if you do not regularly attend class, you are missing important information about course topics, due dates, and assignment details that are crucial to your success in the course. Therefore, as a student enrolled in an Ogden course, you are expected to attend every class meeting and to inform your instructor regarding the reasons for any absences as soon as practical. Your instructor may incorporate class attendance/participation as part of the grading criteria.

COURSE WITHDRAWAL

Students should refer to the Drop/Add deadlines and to information for withdrawing from a class for the particular term. It is your responsibility to officially withdraw from the class if you wish no longer to continue in the course. The university policy states “Nonattendance does NOT release students from the responsibility to officially drop any course for which they have enrolled and choose not to complete.”

ACADEMIC HONESTY

All Western Kentucky University policies are in effect. Academic dishonesty will not be tolerated in any form. Plagiarism is defined as the use of the words and ideas of another as one's own without crediting the source. References must be cited, and double quotation marks must be used in direct quotes. Academic dishonesty includes cheating on exams, quizzes, assignments and representing someone else's work as your own work. Plagiarism and cheating are serious offenses and may be punished by a failing grade on the course work in which the act is detected or a failing grade for the entire course.

WKU COVID-19 STATEMENT

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

STUDENT ACCESSIBILITY RESOURCE CENTER

In compliance with the University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

TITLE IX MISCONDUCT/ASSAULT STATEMENT

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

REGULAR AND SUBSTANTIVE INTERACTION

In this course, regular and substantive interaction will take place in the following ways:

- Providing feedback on the discussion boards
- Responding to questions about the course material
- Providing timely and detailed feedback on assignments provided within one week of submission
- Sending weekly announcements