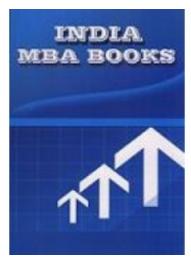
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UNIT I INTRODUCTION - Defi ning Product, Types of products. Product development

characteristics, duration and cost, challenges. Development Process: Generic ProcessAdapting to product types. Evaluation – decay curve – cost expenditure curve. UNIT II PRODUCT PLANNING - Product Planning Process – Steps. Opportunity identification

- breakdown structure- product development charter. Product Life Cycle.

Technology Life Cycle - Understanding Customer Needs - Disruptive TechnologiesProduct Specification - Concept Generation - Activity- Steps- Techniques. UNIT III PRODUCT CONCEPT - Concept Selection - Importance, Methodology, concept

Screening, Concept Scoring. Concept Testing. Product Architecture- Defi nition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning. UNIT IV INDUSTRIAL DESIGN AND DESIGN TOOLS - Industrial Design, Design for

Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design- Design for Xfailure rate curve-product use testing-Collaborative Product development- Product development economics-scoring model- fi nancial analysis.

UNIT V PATENTS - Defi ning Intellectual Property and Patents, Patent Searches and Application,

Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law.

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