

## **MBA 647 - New Product Design and Development**

It this class students will learn how to reduce risks inherent to all new product related decisions, justify an investment in new products, select the right ideas for development, create new product concepts, assemble and manage cross-functional development teams, implement the stage-gate project tracking and monitoring process, conduct market testing, prepare meaningful financials, and successfully manage roll-out phase of new products.

Students taking this course will learn how to use software based simulation programs designed to “test fly” new product ideas, test viability of marketing mix options, and select optimum market launch scenarios.

### **Professor Bio**

Professor Derek Podobas of Concordia University, teaches undergraduate and graduate level business courses at the School of Business. In addition, he is a CEO of ChicagoAnalytics™, a strategy and venture capital advisory firm based in Orange County, California.

During his professional career he has held VP and Director level positions for Corporate Development, Engineering, and New Product Development with Fortune 500 multi-national companies as well as with California based international start-ups.

His educational credentials were earned at **The University of Chicago** (MBA in Finance and Corporate Strategy), **American Graduate School of International Management** (Masters in International Management), **Illinois Institute of Technology** (BS in Electrical Engineering), **The Wharton School of Business** (Executive Development Program).