

**Illinois Institute of Technology  
Stuart School of Business  
Course Syllabus  
Spring 2012**

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**Instructor Information**

**Name:** Sanford Bredine  
**Office location:** 4A1-3 or DTC 404  
**Telephone:** 312-906-6540  
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**Email:** Bredine@stuart.iit.edu  
**Office hours:** 30 Minutes prior to class  
**TA Information:**

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**Course Information**

**Course #:** BUS 462  
**Course name:** New Product Development  
**Course description:**

This course covers a solid grounding in the theory and practice of new product development. Using a combination of theory based lecture, hands-on exercises and assignments and discussions, student will develop skills across the entire product development process – from opportunity development through product launch.

**Course day and time:** TR: 3:15 – 4:30  
**Course Objectives:**

The learning objectives for the course include:

- Understand the issues, opportunities and risks faced by organizations in launching new products and services and planning product extensions and enhancements
- Evaluate existing markets for new product opportunities.
- Use a variety of research methods including ethnography to assess customer needs
- Translate market needs into product idea statements and develop ideas into concept statements
- Conduct concept testing
- Engage in business case development for a new product concept
- Develop a launch plan for a new product

**Pre-requisites:** Bus 371

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## Required Course Materials

**Text:** **No Text Required**  
**Instructor will provide recommended reading**

**Materials:**  
**Software:**  
**Text References:**

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## Course & Instructor Policies

**Make-up:** Most of the learning will take place in class assignments, exercises, discussions and reports. For this reason, attendance is required. If you are unable to attend class, you should notify the instructor beforehand, and arrange to get any materials reviewed in class. In addition class documents will be available on Blackboard.

**Late work:** Homework submitted late is subject to a one point grade penalty

**Special Assignments:**

**Class attendance:** Mandatory

**Classroom Conduct:** It is expected that you come to class prepared to learn for an hour and 15 minute class. Leaving class in the middle of instruction other than for a physical or medical emergency is discouraged.

**Discipline:**

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## Grading System/Policy

Percentages for assignments:

Grade Score: The instructor will hand out a grading policy later in class

Incompletes:

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## Disabilities

Reasonable accommodations will be made for students with documented disabilities. In order to receive accommodations, students must obtain a letter of accommodation from the Center for Disability Resources and make an appointment to speak with me as soon as possible. My office hours are listed on the first page of the syllabus. The Center for Disability Resources is located in the Life Sciences Building, room 218, 312-567-5744 or [disabilities@iit.edu](mailto:disabilities@iit.edu)

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## Copyright/Plagiarism/Academic Integrity

### Rules on Plagiarism and Academic Integrity

Plagiarism and other violations of academic integrity are strictly prohibited and subject to penalty as defined by the University. The academic integrity material in the handbook is found at page 30 in the IIT student handbook. Students will be expected to conform to the rules and procedures set forth in the handbook.

The code of conduct governing writing by students at IIT requires original writing, prohibits plagiarism and provides severe sanctions for plagiarism. Original writing consists of thinking through ideas and expressing them in your own way. If the ideas are from other sources, use footnotes or other citation methods to indicate the source of the ideas. Plagiarism is the act of passing off someone else's work or ideas as your own. The sanctions include, but are not limited to, expulsion and the imposition of a punitive grade of 'E'.

### What is Plagiarism?

Often there is some confusion as to what constitutes plagiarism. Plagiarism is the act of passing off someone else's work as your own. To assist in providing an understanding of the types of writing that constitute plagiarism, three types of are each discussed below. Also discussed below is the problem of "string citations." String citations are not plagiarism, but many professors will reject string citations because they are not the student's original work.

Word for Word copying: The use of any phrase or excerpt from another source requires the use of quotation marks around the copied material, or if the material is more than a few lines, the copied material should be placed in its own indented paragraph. A citation in proper form is always required to identify the source.

Plagiarizing by Paraphrase: When a writer uses a source, substitutes words and sentences, or even changes the order but keeps the meaning of the original, a citation is required. In the example given below, the original is on the left. The paraphrase in the right box constitutes plagiarism.

<u>Original:</u> It is not generally recognized that at	<u>Paraphrase:</u> Few people realize now that
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<p>the same time when women are making their way into every corner of our work-world, only one percent of the professional engineers in the nation are female. A generation ago, this statistic would have raised no eyebrows, but today, it is hard to believe.</p>	<p>women are finding jobs in all fields, that a tiny percentage of the country's engineers are female. Years ago this would have surprised no one, but now it seems incredible.</p>
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The writer could avoid plagiarism here by acknowledging the source and providing a proper citation.

Mosaic Plagiarism: Here the writer lifts phrases and terms from the source and embeds them in his own prose. An example follows in which the lifted phrases are underlined:

The pressure is on to get more women into engineering. The engineering schools and major corporations have opened wide their gates and are recruiting women zealously. Practically all women engineering graduates can find attractive jobs. Nevertheless, at the moment, only one percent of the professional engineers in the country are female.

Mosaic plagiarism is sometimes caused by careless note taking. However, it looks dishonest and is judged as such. The use of quotation marks around the original wording and citation avoid the problem of plagiarism. Often a better approach is to use paraphrase or to quote directly (with appropriate citations).

Plagiarism can be avoided by providing citations for the sources of any material, including *ideas, phrases, or sentences* that you have used in your paper. A number of different systems are available for providing citations. The key to all of them is that the writer must clearly identify for the reader the sources of all material (including ideas) that have come from somewhere else.

**String Quotation Problem**: Sometimes a student will write a paper consisting of a string of quotations. It is usually much better for a student to provide his or her own analysis and write the paper in his or her own words. Many professors will reject a paper consisting primarily of material quoted from other sources because they do not view such a paper as the student's own work. You should understand your professor's view with respect to string quotations prior to writing your paper.