

PRODUCT DESIGN & DEVELOPMENT



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Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

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DBA 5072 PRODUCT DESIGN & DEVELOPMENT

UNIT I INTRODUCTION - Defining Product, Types of products. Product development –

characteristics, duration and cost, challenges. Development Process: Generic Process Adapting 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 Technologies Product Specification - Concept Generation – Activity- Steps- Techniques.

UNIT III PRODUCT CONCEPT - Concept Selection – Importance, Methodology, concept

Screening, Concept Scoring. Concept Testing. Product Architecture- Definition, 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- financial analysis.

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

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

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