

**IMBA PROGRAM
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY
Product Management
Fall 2010**

A. Instructor: Professor Sandra S. Liu

Office:

E-mail: liuss@purdue.edu

Phone/Fax:

Class Hours:

Office Hours:

B. Readings

Atsmon, Yuval and Vinay Dixit (2009), "Understanding China's Wealthy," *The McKinsey Quarterly*, July, 1-10.

Bales, Carter F., P. C. Chatterjee, Frederick W. Gluck, Donald Gogel and Anupam Puri (2000), "The Microeconomics of Industry Supply," *The McKinsey Quarterly*, June, 21-28.

Best, Roger, J. (2004), "Product Positioning and Brand Strategies," in *Market-based management: strategies for growing customer value and profitability*, 4th Edition, pp. 167-194. New Jersey: Upper Saddle River press.

Erhun, Feryal, Paulo Gonçalves and Jay Hopman (2007), "The Art of Managing New Product Transitions," *MIT Sloan Management Review*, 48 (3), 73-80.

Govindarajan, Vijay and Anil K. Gupta (2001), "Building an Effective Global Business Team," *MIT Sloan Management Review*, 42 (4), 63-71.

Hardaker, Maurice and Bryan K. Ward (1987), "How to Make a Team Work," *Harvard Business Review*, 65 (6), 112-19.

Hartley, Robert, F. (2009), "Airliner War: Boeing vs. Airbus – and Recent Outsourcing Woes," in *Marketing mistakes and successes*, 11th Edition, pp.103-120. New Jersey: John Wiley & Sons press.

Hoffman, Donna L. (2009), "Managing beyond Web 2.0," *The McKinsey Quarterly*, July, 1-4.

Kohli, Ajay K. and Bernard J. Jaworski (1990), "Market Orientation: The Construct, Research Propositions, and Managerial Implications," *The Journal of Marketing*, 54

(2), 1-18.

Kuratko, Donald, F. and Richard M. Hodgetts (2003), "Intrapreneurship: Developing Corporate Entrepreneurship," in *Entrepreneurship: a contemporary approach*, 6th Edition, pp. 58-73. Fort Worth: Dryden press.

Liao, Shu-Hsien and Chih-Hao Wen (2009), "Mining Demand Chain Knowledge for New Product Development and Marketing," *IEEE Transactions*, 39(2), 223-227.

Miller, Dewaine (2005), "4 Deadly Sins of High Tech Product Management and How to Avoid Them," *Siliconindia*, 9 (4), 12-14.

Nohria, Nitin (2009), "From Regional Star to Global Leader," *Harvard Business Review*, 87(1), 33-39.

Otvson, Thomas and Chris Fry (2006), "Understanding the Dynamics of Value-Driven Variety Management," *MIT Sloan Management Review*, 48 (1), 63-69.

Partlow, Jim and Don Wynes (2002), "Teamwork Puts a Troubled Project Back on Track: A Case Study in Relationship Building," *Information Strategy: The Executive's Journal*, 18(2), 12-21.

Sinclair, Gavin (2001), "Turning People into Team Player," in *Human behavior in organizations*, 4th Edition, pp. 67-83. Boston: Pearson Custom Publishing.

Sotiriou, Dean and Dennis Wittmer (2001), "Influence Methods of Project Managers: Perceptions of Team Members and Project Managers," *Project Management Journal*, 32 (3), 12-20.

<http://www.squarewheels.com/content/risk.html>

<http://weblogs.asp.net/wallen/archive/2004/12/23/331395.aspx>

http://www.ritsbagakkai.jp/pdf/425_06.pdf

<http://blogs.bnet.com/salesmachine/?p=4158&tag=nl.e808>

C. Course Objectives

This course aims to provide students with an in-depth understanding of important issues in product management principles and practices, and hands-on experience for developing comprehensive produce management plan from its conception phase.

D. Grading Policy

Class Participation and Discussion		20%
<i>Individual (10%)</i>		
<i>Within the team (10%)</i>		
Projects		80%
<i>Brand planning (10%)</i>	<i>Business system analysis (10%)</i>	
<i>Efficient customer response (10%)</i>	<i>MRD (10%)</i>	
<i>Product transition management (10%)</i>	<i>Product variety management (10%)</i>	
	<i>Final report and Presentation (20%)</i>	
TOTAL		100%

E. Important Notes and Policies

Students are expected to come to class prepared with some knowledge of the corresponding chapter(s) in the textbook for that particular session. Students shall try to come to class no later than 15 minutes after the scheduled start time. There should be no reading of outside materials including newspapers, magazines, or books. Questions and comments are welcome and encouraged in class. However, please be self-respectful when expressing your views.

All the course projects are group activities. Therefore, everyone will be in a group of no more than five members. Each group will complete all the course projects with the selected company/product of each group. Instructions for exercise will be provided in each exercise sheet. The following are the format for the final project report:

Cover page	Group #	Names
Executive Summary		
Main Text	Sections	<ul style="list-style-type: none">- Product description and target market analysis- Business system for the product of interest- Brand planning for the product of interest- Product transition strategies for the product of interest- Product variety management strategies for the product of interest

CLASS SCHEDULE

#	Date	Content	Reading	Case
1.	12/11	Introduction to product management and attributes of successful product manager	<u>Book chapters</u> 1. Market based management: strategies for growing customer value and profitability 2. Entrepreneurship: a contemporary approach <u>Articles</u> 1. 4 deadly sins of high tech product management and how to avoid them 2. Market orientation: the construct, research propositions, and managerial implications	<u>Case</u> 1. Shigeru Miyamoto 2. Akio Morita and Masaru Ibuka 3. Stan Shih 4. Jerry Yang
2.	12/14	Efficient customer response model for product management and brand planning	<u>Articles</u> 1. Mining demand chain knowledge for new product development and marketing 2. Managing beyond Web 2.0	<u>Discussion article</u> Understanding China's Wealthy <u>Case</u> ECR and new product development: Nissin food products Co. Ltd.
3.	12/18	Product transition management	<u>Articles</u> The art of managing new product transitions	<u>Case</u> Empirical applications
4.	12/21	Product variety management	<u>Articles</u> Understanding the dynamics of value-driven variety management	<u>Case</u> Empirical applications
5.	12/28	Business system analysis	<u>Articles</u> The Microeconomics of Industry Supply	<u>Case</u> Boeing company
6.	1/1	Building a global product management team	<u>Book chapters</u> Turning people into team players <u>Articles</u>	<u>Case</u> 1. From regional star to global leader 2. Teamwork puts a

			<ol style="list-style-type: none"> 1. Building an effective global business team 2. How to make a team work 3. Influence methods of project managers: perceptions of team members and project managers 4. Sales culture: interview with Acer's Stan Shih 	troubled project back on track: a case study in relationship building
7.	1/8	Presentation and group discussion		

學習成效檢核表 ASSURANCE OF LEARNING CHECK LIST

期初 Part I – Before the Semester Begins 期末 Part II – After the Semester Ends

<i>Adherence to Mission</i>	
<input type="checkbox"/> Technology 科技	<input type="checkbox"/> Globalization 國際
<input type="checkbox"/> Innovation 創新	<input type="checkbox"/> Humanity 人文
<i>Adherence to Program Learning Goals</i>	
(請各單位助教把系、所、學程英文學習目標貼上，以利老師圈選)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<i>Pedagogical Methodologies</i>	
<input type="checkbox"/> Lecture	<input type="checkbox"/> e-Learning
<input type="checkbox"/> Study Group	<input type="checkbox"/> Seminar
<input type="checkbox"/> Case Study	<input type="checkbox"/> Internship
<input type="checkbox"/> Project	<input type="checkbox"/> Independent Learning
<input type="checkbox"/> Role-Playing	<input type="checkbox"/> Theater Learning
<input type="checkbox"/> Others _____	
<i>Student Abilities Enhancement</i>	
<input type="checkbox"/> Quantitative analysis 數量分析能力	<input type="checkbox"/> Sympathy 同理心
<input type="checkbox"/> Theory Development and Conceptual Thinking 邏輯思考分析	<input type="checkbox"/> Teamwork 團隊合作
<input type="checkbox"/> Strategic Thinking 策略性思考	<input type="checkbox"/> Acceptance of Others 接受意見

<input type="checkbox"/> Critical Thinking 評論性思考	<input type="checkbox"/> Confidence 自信心
<input type="checkbox"/> Quick Thinking 敏捷性思考	<input type="checkbox"/> Self—management 自我管理
<input type="checkbox"/> Flexibility 彈性反應與適應力	<input type="checkbox"/> Professional Knowledge 專業知識
<input type="checkbox"/> Creativity 創造力	<input type="checkbox"/> Communication 溝通表達能力
<input type="checkbox"/> Persistency 堅持力	<input type="checkbox"/> Comprehension Ability 聆聽能力
<input type="checkbox"/> Others 其他能力: _____	<input type="checkbox"/> Others 其他能力: _____

(Optional)

<i>Class Presentation</i>	
Rules	
Presentation Score Sheet	<p>~~~suggested grading criterion~~~</p> <ul style="list-style-type: none"> ● <i>Presentation skills (PowerPoint aesthetics, complementarities of oral and visual communication)</i> ● <i>Language and clarity</i> ● <i>Handling of Q&A(attitude toward criticism and the way of answering)</i> ● <i>The content (richness in information, the structure, value-added in analysis, relevance to the subject)</i>