

Active Portfolio Management and Productization (5 ECTS) 20-21 September, 2016, Oulu/ Finland

Venue: TF431 in University of Oulu

Learning objectives:

- Provide the student with understanding of the processes and phases of product development, technology development and technology commercialization
- Provide the student with fundamental skills for developing own research idea further in commercialization sense
- Prepare the students for upcoming courses on business model and business plan development.

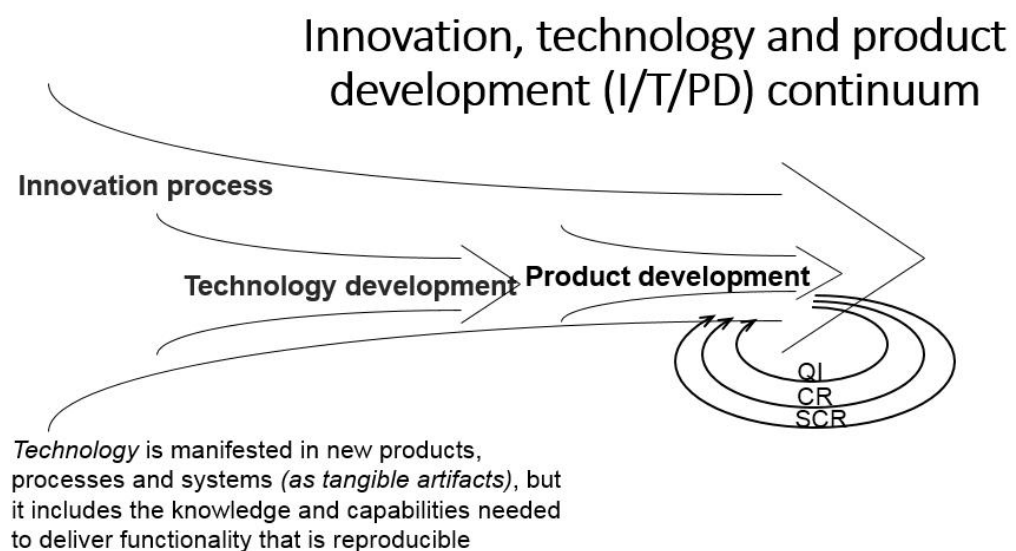
Content

- Pre-assignment / reading
- Contact Teaching: 2 Days
- Final assignment (after course)

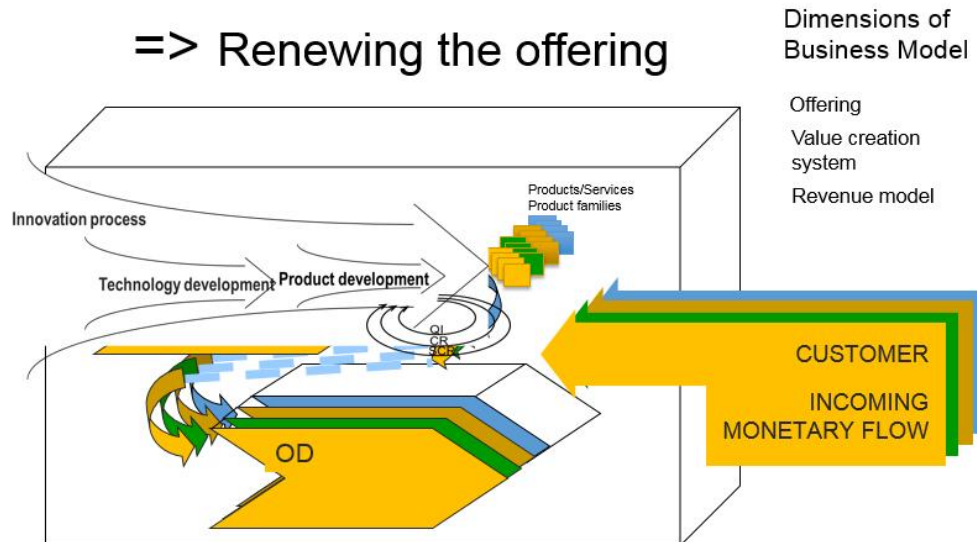
Prepare short summary on findings from:

- 3-4 articles on product and technology development (Cooper & Kleinschmidt)
- Benchmarking Best NPD practices I, II, III
- Winning businesses in product development: the critical success factors
- Luxmet case descriptions
- E-ink case by Harvard Business School

Theoretical frame of reference



The role of product development in an organization



Agenda

Day 1

09:30 Registration & Welcome

10:00 Session 1; Prof. Harri Haapasalo

- Product development
- Technology development

12:00 Lunch

13:00 Session 2; Prof. Harri Haapasalo

- Luxmet case 1 h
- Workshop, developing own idea from product development and technology perspectives

Day 2

09:00 Session 3; Prof. Harri Haapasalo and Dr. Jukka Majava

- Technology commercialization

11:00 Lunch

12:00 Session 4; Prof. Harri Haapasalo and Dr. Jukka Majava

- E-ink case 1 h
- Workshop, developing own idea from commercialization perspective

Final assignment (after course)

- Description and analysis of own idea from PD, TD, and TC perspectives
- Positioning in development stage, theoretical framework, mission statement, future roadmap etc.

Registration:

Please register latest by 16 September 2016 with ilpo.niskanen@oulu.fi

Limited number of participants

Further information:

For further information: please contact Dr. Ilpo Niskanen (e-mail: ilpo.niskanen@oulu.fi) and Prof. Harri Haapasalo (e-mail: Harri.Haapasalo@oulu.fi).

We wish all who are interested to join us in Oulu!

