

CCC 503: PRODUCT DESIGN AND ENTREPRENEURSHIP

Learning Outcomes

At the end of the unit learners are expected to:

- Demonstrate knowledge and understanding of the processes of taking a product to market
- Demonstrate the ability to prepare a product development plan and a business plan
- Demonstrate a scholarly approach of product development and project management and evolution and use of the most suitable concepts and technology
- Illustrate ability to carry out research into customer and market requirements and their analysis to translate the requirements into product specification
- Apply knowledge of selection of resources, production processes and considerations of sustainability issues in product development

General Outline

PART 1 : New product Development

- Why develop new products?
- New Product Development Process
 - Stage 1 Idea generation
 - Stage 2 Idea Screening
 - Stage 3 Concept development and testing
 - Feasibility study ; Market Research
 - Stage 4 Marketing Strategy Development
 - target market; planned product positioning; planned price;
 - expected sales, market share & profit goals;
 - distribution and marketing budget;
 - marketing mix strategy
 - Stage 5 Business analysis
 - Stage 6 Product development
 - Product Design; industrial, human-centred, activity-based design
 - Product design process & context
 - design methods; modelling and simulation;
 - product prototyping; design optimization;
 - materials selection ; project planning and scheduling
 - communicating the design
 - Stage 7 Test Marketing
 - Stage 8 Commercialization

PART 2 Entrepreneurship:

- Introduction to entrepreneurship;
 - o trends and issues in entrepreneurship;
 - o how to start a small and micro-business;
 - o why small businesses fail
- Business planning;
 - o Why a business plan?
 - o Contents of a business plan
 - o practical development of a business plan
- Business environment
 - o Macro & Micro Environment
 - o Key Legal issues
 - Ownership ; Tax issues; Intellectual property Rights;
 - Governance – Quality of ICT
- Critical issues in small business management;
 - o Raising capital and other business resources;
 - o Cash Flow management; HR Management
- Management skills
 - o Handling Multitasking
 - o Evolving small business into a business system
 - o Soft skills
- Branding
- Marketing of services

Assessment:

1.	Class Attendance & Participation	5%
2.	Product Development Plan -	15%
3.	Business Plan Development -	15%
4.	CAT 1	15%
5.	End Semester Exam	50%

Reference Books:

1. Creating an Entrepreneurial Mindset by Roger Cowdry
2. Making the Business Case by Michael C. Volker
3. Working as an Independent Contractor by August G. Minke
4. Essentials of Marketing Research by Paurav Shukla
5. The Emyth Revisited – What every successful entrepreneur knows - by Michael Gerber
6. Cash Flow Quadrants by Robert Kiyosaki
7. Marketing Management by Philip Kotler
8. Marketing Management – by Francis Kibera

Recommended Articles

- Richard Bryson
- Patrick Wameyo
- Wale Akhiyemi

Delivery: lectures, group discussions, business proposals, term papers

Lead Facilitator:

Phides Mwaniki – Mugo

phides@blueocean.co.ke

0722 83 63 31