ENP6393 - Strategic Product Management

ENP 6393 Strategic Product Management (3 semester credit hours) Executive Education Course. This course uses a combination of instruction-based, team-based case analysis and Socratic Method of case discussions. The intent is to analyze and understand technology and new product development and the associated strategic and organizational issues facing modern organizations in today's dynamic global business environment. The course also addresses issues related to product and technology lifecycles, new technology forecasting, linkages between technology development and business strategies as well as issues important to product line management (PLM) and business unit (BU) management functions. (3-0) Y