

Innovation and New product development – project work

Academic year 2017-2018

Guidelines

- The project work should concern a product innovation.
- Identify an innovation actually introduced by a real company and:
 1. Illustrate the type of innovation,
 2. Briefly describe the company that introduced the innovation,
 3. Identify and analyse the target market of the innovative product
 4. Propose a re-design of the new product and the related specific aim
 5. Propose a commercialisation strategy for the new (re-designed) product
- The five points above should represent the five sections of the project

Guidelines

Section number and title	Content	Points
1. The innovation	Illustrate and analyse in depth the type of innovation, its innovative content, the functionality, the value generated for the customer	5
2. The company	Briefly describe the company that introduced the innovation, including the following data and information: anagraphic, economic-financial, products and markets, processes, strategy, IP protection mechanisms adopted.	4
3. The innovation target market	Identify and analyse the target market of the innovative product, from the perspective of the specific company described in section 2, on the basis of a technology and business intelligence process	10
4. New product re-design	Propose a re-design of the new product and the related specific aim (improving functional performance, widening the target market, reducing costs, improving aesthetic design, ...) by using the TRIZ approach	10
5. Commercialisation of the innovative product	Propose a commercialisation strategy for the new (re-desigend) product: internal vs. External commercialisation, price, distribution channels	4

Guidelines

- For elaborating the project you should make use ONLY of publicly available information. You are not allowed to make interviews with people internal to the company
- Among others, some relevant sources of information can be:
 - Newspapers (il sole 24 ore; the economist; wall street journal etc)
 - Companies' Websites
 - Scopus, Lexis Nexis and databases available at the LIUC library, see <http://www.biblio.liuc.it/pagineita.asp?codice=5>
 - Patent databases (espacenet)
 - Publicly available studies and reports
- For any question about databases and sources available at the LIUC library, please contact lballestra@liuc.it

Guidelines

- References and citations should be precise and accurate. In particular:
 - The source of data and information used for elaborating the project should be indicated in the text. Please carefully read the suggestions for references and citations given by the LIUC library at <http://www.biblio.liuc.it/scripts/gestioniebook/paginaebook.asp?eb=bibliografico&numpag=454>
 - For any question about sources, citations and references please contact Laura Ballestra at lballestra@liuc.it
 - All tables and figures, if they do not represent the result of a personal work, should clearly indicate the reference source