

NEW PRODUCT DEVELOPMENT MASTERCLASS

atc
INNOVATE TO
GROW



FACE TO FACE | VIRTUAL CLASS | MOOC | MIXED | BLENDED

PRODUCT DEVELOPMENT IS THE **LIFE-BLOOD** OF COMPANIES

PROGRAM:

- Strategy in New Product Development
- Product Portfolio Management
- Product Development Processes
- Culture, Organization & Teams
- Tools & Metrics
- Market Research
- Product Life-Cycle Management

TOOLS & METRICS:

- Concepts Generation
- Concepts Selection
- Feasibility Study
- Financial Analysis
- Product Specification
- Project Management
- Risk Management
- Metrics for Product Development
- Tools for Market Research

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