

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Management of New Products and Services

Subject Co-ordinator - Prof. Jayanta Chatterjee

Co-ordinating Institute - IIT - Kanpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Similarities and Differences

Lecture 2 - Theoretical Foundations I Competitive Strategy

Lecture 3 - Theoretical Foundations II Product Strategy

Lecture 4 - Theoretical Foundations III Understanding Customer Behaviour

Lecture 5 - Theoretical Foundations IV Product Life Cycle (PLC) and Chasm

Lecture 6 - Theoretical Foundations V Product Platforms and Portfolios

Lecture 7 - Theoretical Foundations VI Understanding Customers (STP)

Lecture 8 - STP continued

Lecture 9 - Understanding Product Platforms

Lecture 10 - The Idea Generation process

Lecture 11 - Creating Customer Value Proposition

Lecture 12 - Lean Product Process

Lecture 13 - Estimating Marketing and Sales Potential

Lecture 14 - Introduction to New Product Forecasting Techniques

Lecture 15 - Diffusion process and Product Life Cycle

Lecture 16 - Technology Adoption Life Cycle and Crossing the Chasm

Lecture 17 - Managing New Products in Large Organizations

Lecture 18 - Introduction to the Stage Gate model

Lecture 19 - What is a Lean Startup

Lecture 20 - The Business Model Canvas

Lecture 21 - Introduction to Intellectual Property Rights

Lecture 22 - Taking the Product to the Market - Deployment Strategies

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