Program Overview

Designed to develop the knowledge and skills necessary to move through the creativity and innovation process and take new ideas to the commercial marketplace, this program provides an intensive examination of the scope of demands of real-world innovation and product development, whether tangible object, system or service.

Throughout this program, learn to think about designing new or updated products, services or processes, the logistics of implementing those ideas, and how to do it all in the corporate environment or entrepreneurial space. Leave this program equipped with the skills and expertise needed to operate in high-functioning teams and creative product- and service-development-focused environments.

WHO SHOULD ATTEND
Product development managers; software managers; engineers; first-line supervisors; project managers; entrepreneurs and “wantrepreneurs”; marketing managers; R&D personnel; and international audiences concerned with U.S. design thinking.

PROGRAM BENEFITS
After completing this program, students will be able to:
• Design new or updated products, services, or processes to fulfill unmet needs
• Formulate plans to implement new or updated products, services or processes or produce new devices, including plans to go to market
• Manage advanced projects and operations to get product, services, and to market
• Create a plan using entrepreneurship strategies and tactics to advance employment in an organization focused on new product, service or process development
• Analyze the viability of a new product or innovation, and identify potential challenges that may arise when bringing to market
• Utilize rapid prototyping/systems thinking to refine new or updated products, services, and processes, or iterate on existing ideas or properties
• Define customers and other relevant constituents, and utilize segmentation approaches to prioritize and determine gaps between wants, gets or unmet needs
• Examine how customers perceive competitive products and services
• Explain the rationale for the design and marketing plan for the new or updated product, service or process
• Identify customers, product or service features, including pricing, promotion and distribution strategies to go to market

SPECIALIZED STUDIES AWARD REQUIREMENTS
The Specialized Studies Award is earned upon completion of four (4) required courses for a total of ten (10) units or 100 hours of instruction, with a grade of “C” or better. To receive your award, submit a Request for Certificate after completing all program requirements. All required courses must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the specialized studies are welcome to take individual courses.

FREE WEBINARS
Webinars are offered throughout the year and feature information about the Innovation & Product Development program as well as special guest speakers discussing current industry topics and trends. Visit ce.uci.edu/events to view the schedule, register for an upcoming webinar or view on-demand events.

ON-SITE TRAINING
Our Corporate Training specialists can deliver this program or customize one that fits your organization’s specific needs. To learn more, visit ce.uci.edu/corporate or call (949) 824-9427.
Introduction to Creativity and Innovation
MGMT X484.1 (2.5 units)
This course introduces students to various concepts related to the human creative process, creative ideation, and converting ideas into innovative services or products. Topics emphasize the importance of creating a sustainable process to continually innovate in the areas of product, process and service innovation. Students will be introduced to various common tools and methods to promote creativity in others, contribute to a creative team, manage development frameworks alongside creativity, and establish a culture of creativity within an organization. This course prepares students to contribute to their organizational needs for the continuous and successful development of new products and services. The conversion of concepts and ideas into innovative and practical solutions will be the major output for this course.

Managing Development Projects
MGMT X484.3 (2.5 units)
This class teaches practical skills in aligning projects with organizational strategies, and achieving project and outcome objectives by utilizing project management techniques. Students will learn skills to work within resource limitations, identify and leverage stakeholders, plan and deliver upon deadlines (even when schedule fluctuations occur) and manage user and stakeholder expectations within the realm of product development. Topics also include measuring and prioritizing opportunities, maximizing resource efficiency, developing product extension strategies, building a project portfolio, and securing buy-in from upper management. The goals for product development project management include speed to the market, developing minimal viable products (MVP) and the ability to quickly modify and change features during development.

Strategic Pitching, Networking & Marketing
MGMT X484.41 (2.5 units)
Learn the skills necessary to “own the room” and grab the attention of stakeholders, investors, collaborators and executives in this exciting and ever-important course. From impression management to concept pitching, to honing your online and offline networking and marketing skills, this course covers all the bases needed to effectively and confidently grow your buy-in potential and bring an audience to your concept, idea, product or service. In addition, we will discuss how brands, products and services should be managed over the product life cycle, i.e., the introductory, growth, maturity, and decline stages, through the integration of product, pricing, advertising (traditional, Web 1.0 and 2.0, incl. social media), temporary price promotion, distribution, and sales force strategies.

Leading Development Teams
MGMT X484.5 (2.5 units)
Product development teams require strong leadership and the ability to bring together multiple functions and cultures to effectively bring a new or major modified product or service to the market. This course will concentrate on the specific and unique approaches for creating a high-performing product development team. During product development, teams are confronted with a number of ongoing organizational challenges and there is a high potential for conflict between participants in the process. This course addresses teamwork and other “soft-side” factors that largely determine whether product development programs are successfully completed on schedule. Topics include building and launching effective teams, conducting team touch-bases and meetings, strategies for long-term team communication, and the specialized needs for innovative development-centered teams.

For class schedule, visit ce.uci.edu/IPD
Innovation & Product Development

SPECIALIZED STUDIES

UCI Division of Continuing Education

cе.uсi.edυ/ipd

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