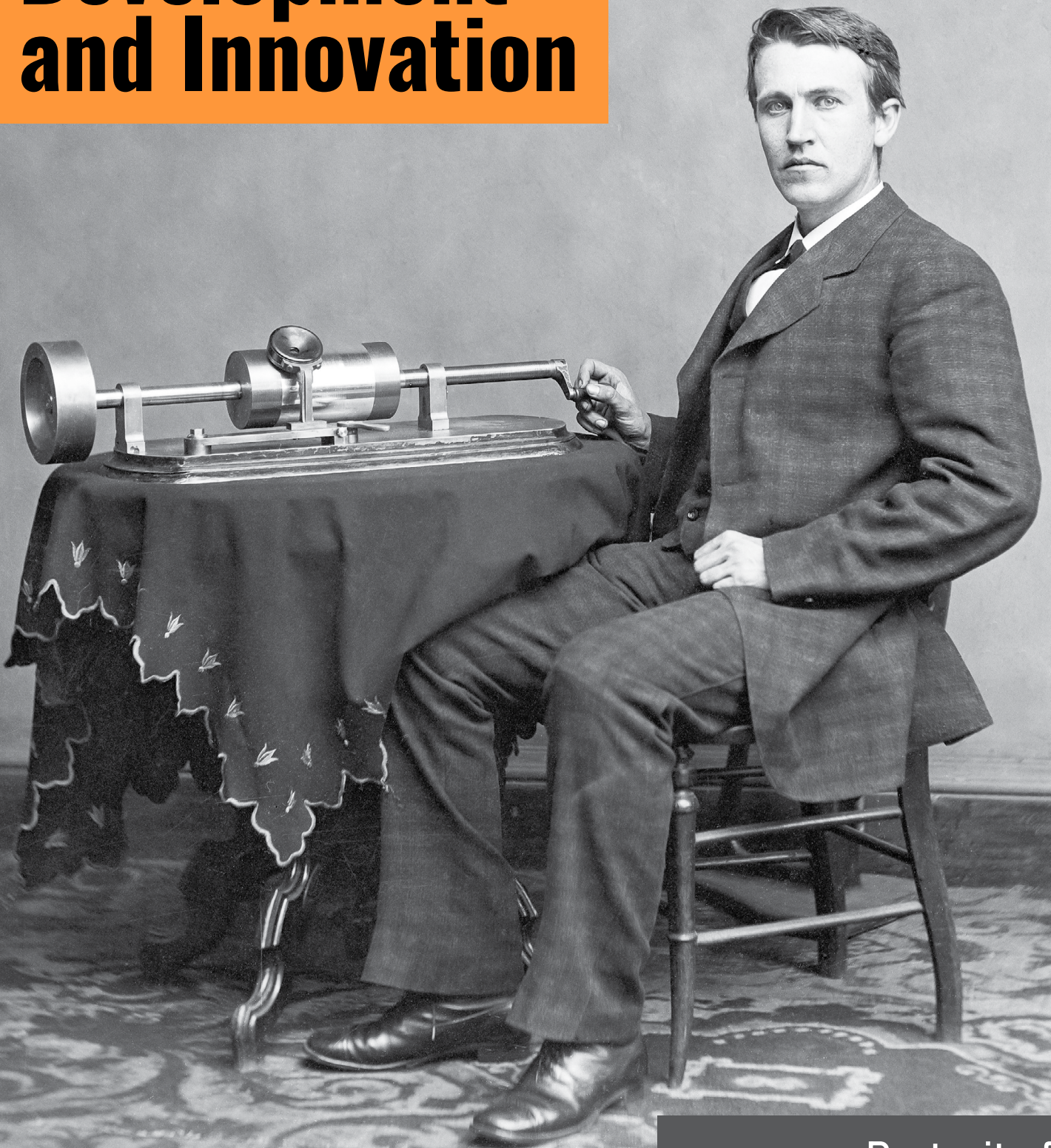


# Program in Product Development and Innovation



Portrait of  
Thomas Alva Edison  
with Phonograph



# Program in Product Development and Innovation

## Overview

A comprehensive program on new product development and innovation with 20 modules.

The course is a faculty-led, case study-based program that will impart the necessary skills to imbibe global best practices.

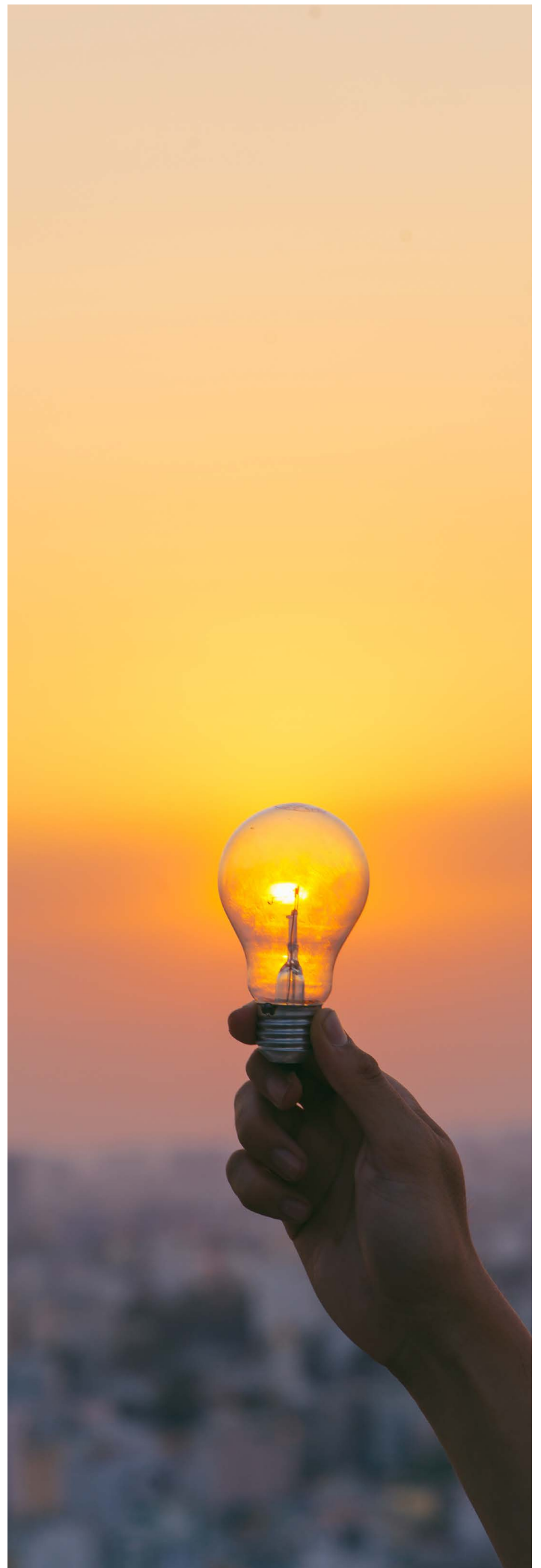
Program in Product Development and Innovation (PPDI) includes empirical findings across the globe to enable professionals to transform the organization's new product development process quickly.

## Who Should Attend?

An ideal program for new product development and innovation practitioners. Also suitable for freshers seeking a career in new product development and innovation.

## Course Modules

Program in Product Development and Innovation (PPDI) consists of 20 modules.



Module 1: Introduction to Product Development  
Module 2: Development Processes and Organizations  
Module 3: Opportunity Identification  
Module 4: Product Planning  
Module 5: Identifying Customer Needs  
Module 6: Product Specifications  
Module 7: Concept generation  
Module 8: Concept Selection  
Module 9: Concept Testing  
Module 10: Product Architecture  
Module 11: Industrial Design  
Module 12: Design for Environment  
Module 13: Design for Manufacturing  
Module 14: Prototyping  
Module 15: Robust Design  
Module 16: Patents and Intellectual Property  
Module 17: Product Development Economics  
Module 18: Managing Projects  
Module 19: NPD Techniques  
Module 20: NPD Competencies

### Program Fee

The investment for the program will be Rs 45,000. This fee includes the training costs, a primary reference book, six months of free access to LMAS, and one free examination attempt.

### Program Designed By

Program in Product Development and Innovation (PPDI) is designed by Fhyzics NPD Consultants with inputs from industrial and academic NPD experts.

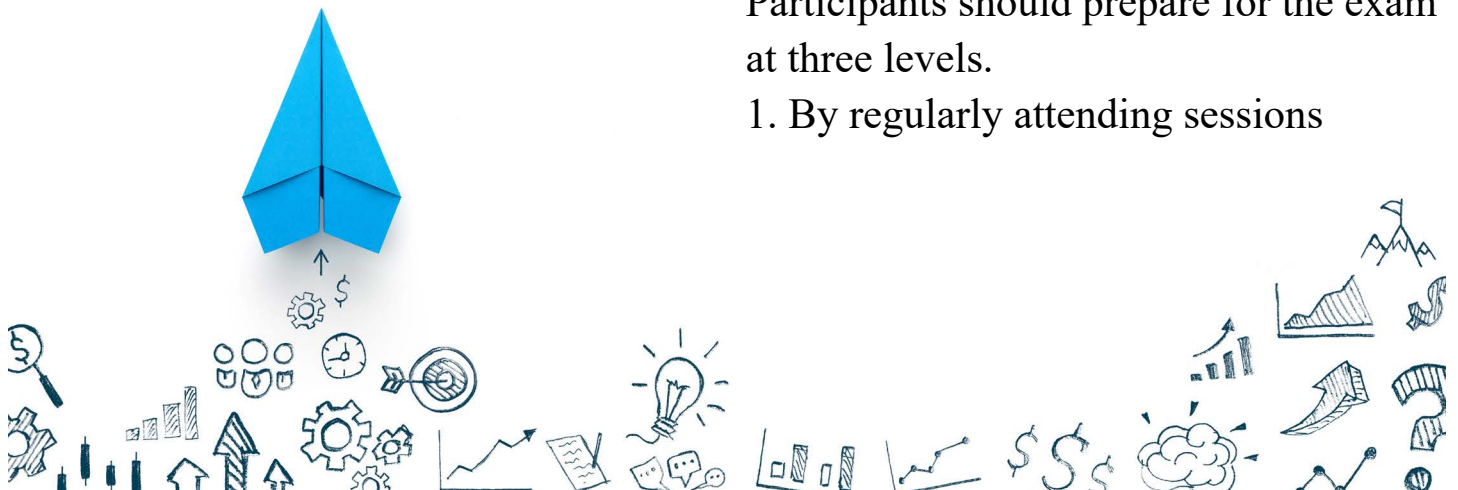
### Training

The participants will be trained on the 20 modules with PowerPoint presentations. Case studies relevant to the topics will also be discussed. The training will be conducted online by Fhyzics NPD faculties. The duration of each session will be 2 hours, from 4 pm to 6 pm (IST) on Saturdays.

### Preparation

Participants should prepare for the exam at three levels.

1. By regularly attending sessions



2. By reviewing the reference book
3. Practicing the module-wise quizzes and mock exam.

### Reference Book

The primary reference book prescribed for the program is “Product Design and Development, 7th edition by Karl T. Ulrich, Steven D. Eppinger, and Maria C. Yang”. The secondary reference book is “Winning at New Products, 5th edition by Robert G. Cooper”. The secondary reference book is not mandatory, but the participants can purchase it on their own for reference.

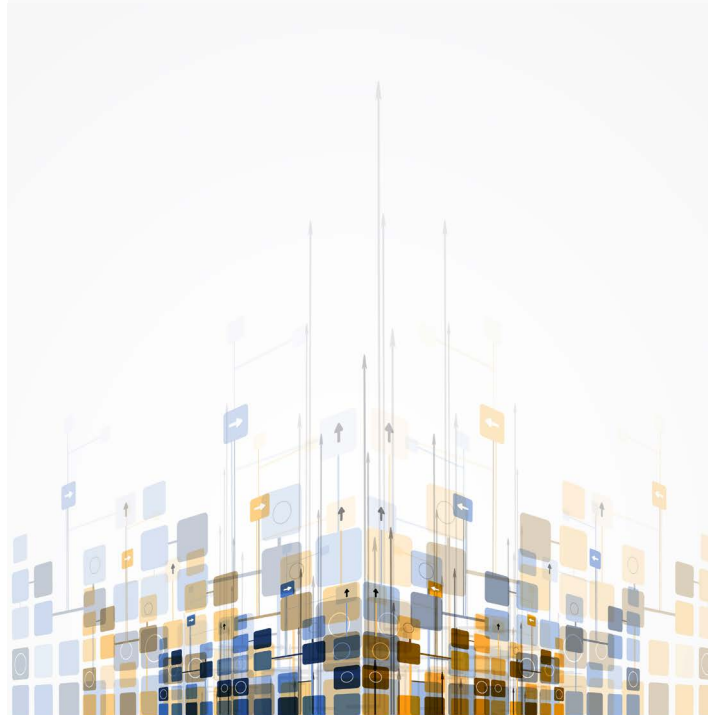
### PPDI Examination

Examination for Program in Product Development and Innovation (PPDI) will be of 2-hour duration and consist of 150 MCQ questions. Each question will have four options, and the participants must select the most appropriate answer. It is a closed book, online proctored examination. The participants can schedule the exam from Monday through Friday from 10 am to 5 pm (IST) except on national holidays. The test will be administered through the learning management and assessment system (LMAS).

### Certificate

Participants who score more than 70% are considered to pass the examination. Upon successful completion, participants will be issued a certificate in both hard and soft copies.

**For more details, please contact us at +91-900-304-9000 or email at [Certifications@fhyzics.net](mailto:Certifications@fhyzics.net).**



**Fhyzics Business Consultants Pvt. Ltd.**