



THE WILLIAM DAVIDSON INSTITUTE  
AT THE UNIVERSITY OF MICHIGAN

## New Products & Services Development Program

### Program Overview

Developing new products and services is the lifeblood of modern corporations. What distinguishes excellent organizations from the rest is developing innovative, exciting, and inspiring products and services with vision and effective mobilization of resources. As markets, resources, and capabilities become more globally distributed, this multi-functional task has become more complex and challenging.

The New Products & Services Development Program (NPSD) is a three-day workshop designed to give you a hands-on understanding of the key challenges, concepts, tools and methodologies for planning and executing new product and service innovation.

### Who Should Attend

The NPSD Program is targeting mid- and high-level executives who have either departmental-functional or program-project responsibilities that initiate, plan, support and execute new product and service innovations in their organizations: general managers, VPs and managers, brand managers, design and engineering managers, project and program managers.

The organizations for which this program is beneficial include:

- Private and public for-profit companies
- Various service providers to science and technology based corporations and institutions.
- Government R&D laboratories and centers
- Non-profit organizations

### Benefits to You

Upon completion of the program, you will:

- Better understand how the various corporate and external actors collaborate in NPSD activities,
- Have frameworks to guide the strategic and tactical activities in NPSD,
- Have a set of methodologies for managing and improving NPSD.

Then you will be able to:

- Create a more effective new product and service innovation system in your organization.
- Introduce specific methods and tools on the program and project level,
- Create a culture and practice of learning and improvement for the NPSD activities in your organization.

## Program Format

The program will combine interactive lectures, discussion, cases, exercises, and other experiential activities. Materials will include executive and business readings and cases. Time will be allocated to discuss your organization's product and service innovation challenges and goals.

## Program Faculty



**Dr. Oscar Hauptman** holds a Ph.D. in Management of Technological Innovation from Sloan School of Management of MIT, and Master and Bachelor degrees in Industrial Management and Industrial Engineering from the Israel Institute of Technology.

He has served on the faculty of Harvard Business School, Carleton University School of Business (Ottawa, Canada), Melbourne Business School (Melbourne, Australia), and Singapore Management University, and a visitor in the Israel Institute of Technology and Cape Town University. His academic research focused on management of technological innovation, published in *Management Science*, *Organization Science*, *IEEE Transactions on Engineering Management*, *R&D Management*, *Technological Forecasting and Social Change*, *International Journal of Technology Management*, *Research Policy*, *Journal of Engineering and Technology Management*, *Journal of Product Innovation Management*, and *Design Management Journal*, and book chapters.

Dr. Hauptman has taught executives and consulted on various aspects of business management around the world. Those include ICI Explosives, International Wool Secretariat, and Tenix Defense Systems, Australia; Tata Motors, India; Intel and MedSim, Israel; Malaysian Agricultural Research and Development Institute; Port of Singapore Authority and Institution of Engineers Singapore; IMD, Switzerland; Graduate School of Business of Cape Town University, South Africa; UNIDO, Thailand; Polaroid, USA, and Schmidt Vietnam. As an executive, Oscar managed R&D, military and civilian, the latter as the CEO of an R&D start-up, and headed several boutique consulting firms in Boston, Massachusetts.