Product Development Projects in an Organisational Context
27690 – Introduction to Project Management
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Mission Statement:
“To appreciate the considerations of project management in a real organisation where results are not just about creating new knowledge but turning it into profitable products.”

Overall - Learning objectives
To be able to:
1. Describe your research output as a product
2. Identify the type of organisation in which you are conducting your project
3. Position your project within a company’s portfolio
4. Apply innovation management principles
5. Apply project management techniques to development of new products
6. Describe the difference between Sequential and Integrated Product Development (IPD)

Outline for this morning...
Section 1: 09.15 – 09.45
Introduction to Product Development
Section 2: 10.00 – 10.45
Organisation in Product Development
Section 3: 11.00 – 11.45
Product Planning
Round-up: 11.45 – 12.00
A round-up of this morning’s lectures
Lunch: 12.00 – 13.00

This is an experiment!

Let’s work together to find common ground
I’m going to learn as much as you are!

Not all will be applicable to drug development but all will be applicable to medical and pharmaceutical product development.