



Deliver innovative new products
for leading companies

COLLEGE OF
Science & Engineering
UNIVERSITY OF MINNESOTA

CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA



The New Product Design and Business Development course challenges exceptional engineering and business graduate students to develop valuable new products which client companies will bring to the marketplace.

By participating in this two-semester course, student participants will get hands-on experience in technology management, new product development, and business creation.

Benefits for students

- Discover how engineering and business intersect to inform successful new products
- Get valuable work experience to share with future employers
- Practice tools from the classroom in a real-world environment
- Learn from experienced leaders who work at client companies
- Lead development of an action plan for the client organization with potential for implementation

Enroll in the course now

The New Product Design and Business Development course is accepting students now. Visit carlsonschool.umn.edu/npdbd for examples of past projects, schedule, syllabus, and more information.

Contact us for more information:

> Professor Will Durfee
College of Science & Engineering
612-625-0099
wkdurfee@umn.edu

> Professor Dan Forbes
Carlson School of Management
612-625-2989
forbe010@umn.edu

PROCESS

SUMMER



Client organization provides parameters of project

FALL



Team of business and engineering students identify unmet need in marketplace and develops solution

SPRING



Team presents prototype and business plan



Client organization obtains intellectual property and carries product through launch