

MANAGEMENT SCIENCE AND  
ENGINEERING DEPARTMENT

Winter Quarter 2005

Professor R.C. Carlson

**MANAGEMENT OF NEW PRODUCT DEVELOPMENT**  
**MS&E 266**

**Class Schedule**  
(as of 12/12/04)

<b><u>Class Session</u></b>	<b><u>Date</u></b>	<b><u>Topic or Case</u></b>	<b><u>Discussion Leader</u></b>
1	1/05	Course Introduction	Carlson
2	1/10	Sweetwater **	Carlson
3	1/12	alphaWorks **	Carlson
4	1/19	Disruptive Technology	Carlson
5	1/24 *	3M **	Carlson
6	1/26	Kittyhawk **	Carlson
7	1/31	Ecton **	Carlson
8	2/02	Plus **	Warren Hausman
9	2/07	TBD	Bill Levin
10	2/09 *	Inktomi **	Carlson
11	2/14	Discipline in the PD Process	PRTM Kate Fickle & Ari Shinozaka
12	2/16	Medtronic **	Carlson
13	2/23 *	Dell Computer **	Carlson
14	2/28	Materials Technology Corp **	Carlson
15	3/02	STUDENT TEAM REPORTS	Student Teams
16	3/07	STUDENT TEAM REPORTS	Student Teams
17	3/09	The R&D Challenge of the Future	Carlson

\* Indicates case studies assigned for written analysis (2 or 3)

\*\* Indicates case studies (11)