

Anoka-Ramsey  
Community  
College  
Fall 2009

# Product Development & Management Certificate

**Monday—Thursday**  
**Dec. 14—17, 2009**  
**8:00 a.m.—4:30 p.m.**  
**\$2495 per person**  
**Course #: 1522**

Class held at the  
Anoka-Ramsey  
Community College,  
Training &  
Development Center  
(corner of Mississippi &  
Coon Rapids Blvd.,  
across from McDonald's)



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763.433.1279 for more  
information

Are you an engineer, scientist, researcher, project team leader interested in excelling at developing new products, looking for best practices and wanting an integrated approach to NPD (New Product Design)? Get a fresh perspective outside the four walls of your company. Gain a comprehensive understanding and mastery of product management and development including other functional perspectives, formal processes, terminology, concepts, best practices, tools and interpersonal issues that affect cross-functional product development teams. Individuals are differentiating themselves in job searches and accelerating their career advancement with this New Product Development Professional (NPDP) certification.

You will:

- Develop an integrated view of product development and management
- Understand and manage the complexity of a NPD project from start to finish
- Learn best practices for generating and screening ideas and idea management
- Learn about portfolio planning and business metrics for measuring NPD.
- Learn how to create and manage a systematized innovation process.
- Learn about Design for Six Sigma, Lean NPD, Concurrency and Stage-Gate approaches
- Learn "voice of the customer" methodologies to identify customers & their needs.
- Learn how successful companies ensure new product success.
- Prepare for the PDMA NPDP Certification Exam.



For more  
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