

Anoka-Ramsey
Community
College
Spring 2010

Product Development & Management Certificate

February 8—11, 2010
Course ID# 1343
OR

April 5—April 8, 2010
Course ID# 1339

Monday—Thursday
8:00 a.m.—4:30 p.m.
\$2495 per person

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



For more
information contact:

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anokaramsey.edu



**Take your
Career
to the
next level**

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 New Product Development? 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.

 **ANOKA-RAMSEY**
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Register Today!

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or call 763.433.1200