

## S-72.3510 Product Development of Telecommunication Systems - Spring 2010

Welcome to S-72.3510 Optima space. For easy access in course matters, please use the [discussion forum](#).

### Objectives

Course aims to give a wide-perspective view to modern telecommunication product/service development process both in theory and in practice.

Topics include various subjects in product ideation, development process, project management, marketing, and quality. Course continues in fourth period where industrial partner involved workshop will take place.

### Grading

Course grade is formed from exam (20 %), group lecture (20 % peer-review + 20 % teacher) and workshop report (40 %). Exam is based on materials used for student seminars such that exam questions are selected from the questions submitted in group seminars (5 questions / group)

### Timetable

JAN	Mon	Tues	Wed	Thu	Fri	Sat	Sun
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
FEB	Mon	Tues	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6	7
	8	9	10/G1	11/G2	12	13	14
	15	15	17/G3	18/G4	19	20	21
	22	23	24/G5	25/G6	26	27	28
MARCH	Mon	Tues	Wed	Thu	Fri	Sat	Sun
	1	2	3/G7	4/G8	5	6	7
	8	9	10	11	12	13	14

### Progam

Wednesday lectures run 10-12 hours in S3. Thursday lectures in I 256 14-16 hours.

Note: links in each line below take you to evaluation form that are filled **after presentations** by the indicated group only. For example, group 1 presentation is graded by group 2 only and vice versa.

You can check the presenters (can be used in grading form) [here](#).

#### 21.1. [Course startup](#)

27.1 Innovation techniques - [evaluation form for both opening lectures](#) (all can evaluate)

10.2 - 11.2 **Project process** (Turner, Chapter 11) + portfolio management chapter in (Korhonen, 2003)

G1: [Theory](#) - evaluation by G2: [form](#) - questions and answers based on group 1 studies - [Q&A](#),

[summary](#)

G2: [Cases](#) - evaluation by G1: [form](#) - questions and answers based on group 2 studies - [Q&A, summary](#)

17.2 - 18.2 **Organizational management** (Turner, Chapter 6) + leadership in (Korhonen , 2007)

G3: [Theory](#) - evaluation by G4: [form](#) - questions and answers based on group 3 studies - [Q&A, summary](#)

G4: [Cases](#) - evaluation by G3: [form](#) - questions and answers based on group 4 studies - [Q&A, summary](#)

24 - 25.2. **Quality management** (Turner, Chapter 7) + quality chapters in (Korhonen, 2003 and 2007)

G5: [Theory](#) - evaluation by G6: [form](#) - questions and answers based on group 5 studies - [Q&A, summary](#)

G6: [Cases](#) - evaluation by G5: [form](#) - questions and answers based on group 6 studies - [Q&A, summary](#)

3.3-4.3 **Marketing** (Mercer, pages 1 - 47) + marketing in Korhonen (2007)

G7: [Theory](#) - evaluation by G8: [form](#) - questions and answers based on group 7 studies - [Q&A, summary](#)

G8: [Cases](#) - evaluation by G7: [form](#) - questions and answers based on group 8 studies - [Q&A, summary](#)

G8 videos: [PAYware Mobile - Youre Always on the Go](#), [Mophie Marketplace at Macworld 2010](#), [Welcome to Square](#), [17 months old baby uses iPhone like a pro](#), [LG Chocolate phone commercial ad 1](#)

5.3 Deadline for group materials upload to leader's folder in Optima. (Required for exam preparation: Exam is assembled from group questions!) It is better to upload group materials as soon as you have had your presentation.

11.3 Exam

NOTE: Use Turner and Mercer as primary references for group presentations.

## References

- Rodney Turner : [Handbook of Project Based Management](#)
- David Mercer: [Marketing](#)
- Timo O. Korhonen et al (2003): [Handbook of Product and Service Development in Communication and Information Technology](#)
- Timo O. Korhonen (2007): Development of High-tech Products and Services (in print only)

## Student seminars

Student seminars will take place starting 10th of February. Group seminars will discuss pairwise the same topics, for instance 17-18.2 groups 3 and 4 both discuss organizational management such that group 3 focuses on theory and group 4 on examples and case studies. Note that group can and should use also additional materials that needs to be searched inside of mentioned references and/or in web for presentations. Groups should include in their presentations all references used. Group

will return to group leader's folder in Optima: (i) presentation, (ii) 2-page summary and (iii) five questions and their answers (relating to presentation topic). Group can also submit mindmaps if you have used them in your process. *Recommended* instructions for organizing your group are [here](#). You can check your group [here](#).

Note: All group outputs (i)-(iii) need to be in Optima group leader's folder **by 5th of March**.

### **Peer-review**

All presentations are evaluated group-pair-wise and by course instructor. As mentioned earlier, this forms 20% + 20% of the grade. Group-pair-wise evaluation means that for instance at 17-18.2 groups 3 and 4 evaluate each other on consecutive days as indicated in section "Timetable" above where you can also find links to respective evaluation forms that are filled as soon as possible after presentation.

questions and answers based on group 1 studies - link