

**Course Syllabus: Product Development**  
McCoy College of Science, Math and Engineering  
TECH 5143  
Spring 2025

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**Course Description**

This course is a study of the challenges involved in developing new product ideas, product evaluation and testing and launch of a new product.

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**Textbook & Instructional Materials**

New Products Management by C. Merle Crawford and C. Anthony Di Benedetto. McGraw Hill

**Student Handbook**

Refer to: [Student Handbook 2017-18](#)

**Academic Misconduct Policy & Procedures**

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

**Grading**

The final grade for the course will be based on the scores earned in the two mandatory exams, the mandatory comprehensive exam, the average score earned in the quizzes and in the homework, and the average score earned in the semester project. The first exam contributes 20%, the second exam contributes 20%, the comprehensive exam contributes 20%, quizzes and homework average contributes 20%, and labs contributes 20%, for a total of 100%.

Table 1: Points allocated to each assignment – You can change table information but will need to use table Tool if you add more columns or rows. Do not leave any blanks in table. Follow instructions listed under Course Schedule.

Assignments	%
Discussions (4)	20
Homeworks (18)	20
Exams/Quizzes (4)	40
Paper & Presentation	20
Total Percent	100

Table 2: Total points for final grade.

Grade	%
A	90 - 100
B	80 to 89
C	70 to 79
D	60 to 69
F	Less than 60

### Homework

All homework assignments will be due at the beginning of the class period listed as the due date. Once class starts, no homework will be accepted. Printing issues are not a valid excuse for late homework. Print at home or the student center, library, or in the lab. Bring a digital device (flash drive, smart phone, etc.) with storage capability to each class and save all classwork at least until final grades are posted. Save files often; issues with saving materials are not a valid excuse for late homework.

### Exams

You are expected to take all exams on the scheduled date and time. However, if for some acceptable reason you are not able to do so, then you must inform the instructor in advance. The instructor will then decide whether you will be allowed to take a make-up exam, depending on the validity of your excuse.

### Important Dates

Last day for term schedule changes: [Click here to enter appropriate date.](#) Check date on Academic Calendar.

Deadline to file for graduation: [Click here to enter appropriate date.](#) Check date on Academic Calendar.

Last Day to drop with a grade of "W:" [Click here to enter appropriate date.](#) Check date on Academic Calendar.

Refer to: [Drops, Withdrawals & Void](#)

### Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

### Attendance

Students are expected to attend all meetings of the classes in which they are enrolled.

### Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

### Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to <http://www.mwsu.edu/student-life/disability>.

### College Policies

#### Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

#### Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

#### Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

## Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the  
Midwestern State University [Undergraduate Catalog](#)

## Notice

Changes in the course syllabus, procedure, assignments, and schedule may be  
made at the discretion of the instructor.