



Offizieller Zertifizierungslehrgang zum „Product Development Professional (PDP)“

Prof. Dr. Kai Holzweißig, PDP



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Motivation



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- ▶ Die Entstehung neuer Produkte und Dienstleistungen ist ein zentraler Erfolgsfaktor für Unternehmen.
- ▶ Eine entsprechende Ausbildung in den relevanten Themengebieten existiert bislang nicht bzw. nur in Teilansätzen.
- ▶ Der Weltfachverband für Produktentstehung (Product Development and Management Association) bietet ein entsprechendes Weiterbildungsangebot an, das nun auch auf dem deutschen Markt verfügbar ist.
- ▶ Das Angebot hat aufgrund seines umfassenden Ansatzes und seiner Ausrichtung einen Einzigartigkeitscharakter.

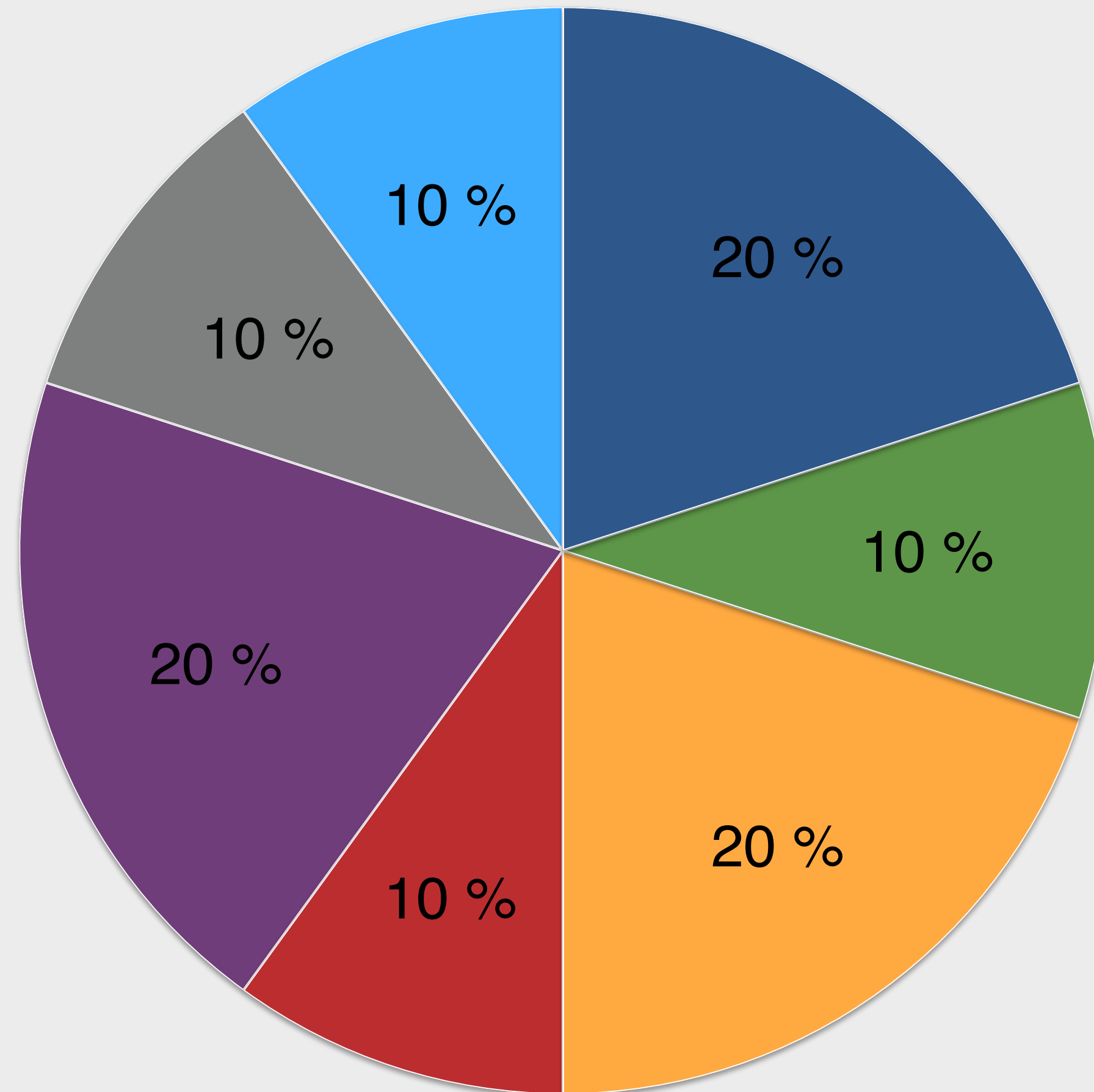
Ausbildungsbestandteile



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- 1. Strategy (20%)
- 2. Portfolio Management (10%)
- 3. New Products Process (20%)
- 4. Culture, Organization, and Teams (10%)
- 5. Tools and Metrics (20%)
- 6. Market Research (10%)
- 7. Life Cycle Management (10%)



1. Strategy

- ▶ The importance of strategy to product development success
- ▶ What is strategy?
- ▶ Establishing the organization's direction
- ▶ Business and corporate strategy
- ▶ Innovation strategy and strategic frameworks
 - ▶ Porter, Miles and Snow
 - ▶ Sustaining vs. disruptive product innovation
 - ▶ ...
- ▶ Strategies that support innovation
 - ▶ Platform, technology, intellectual property...

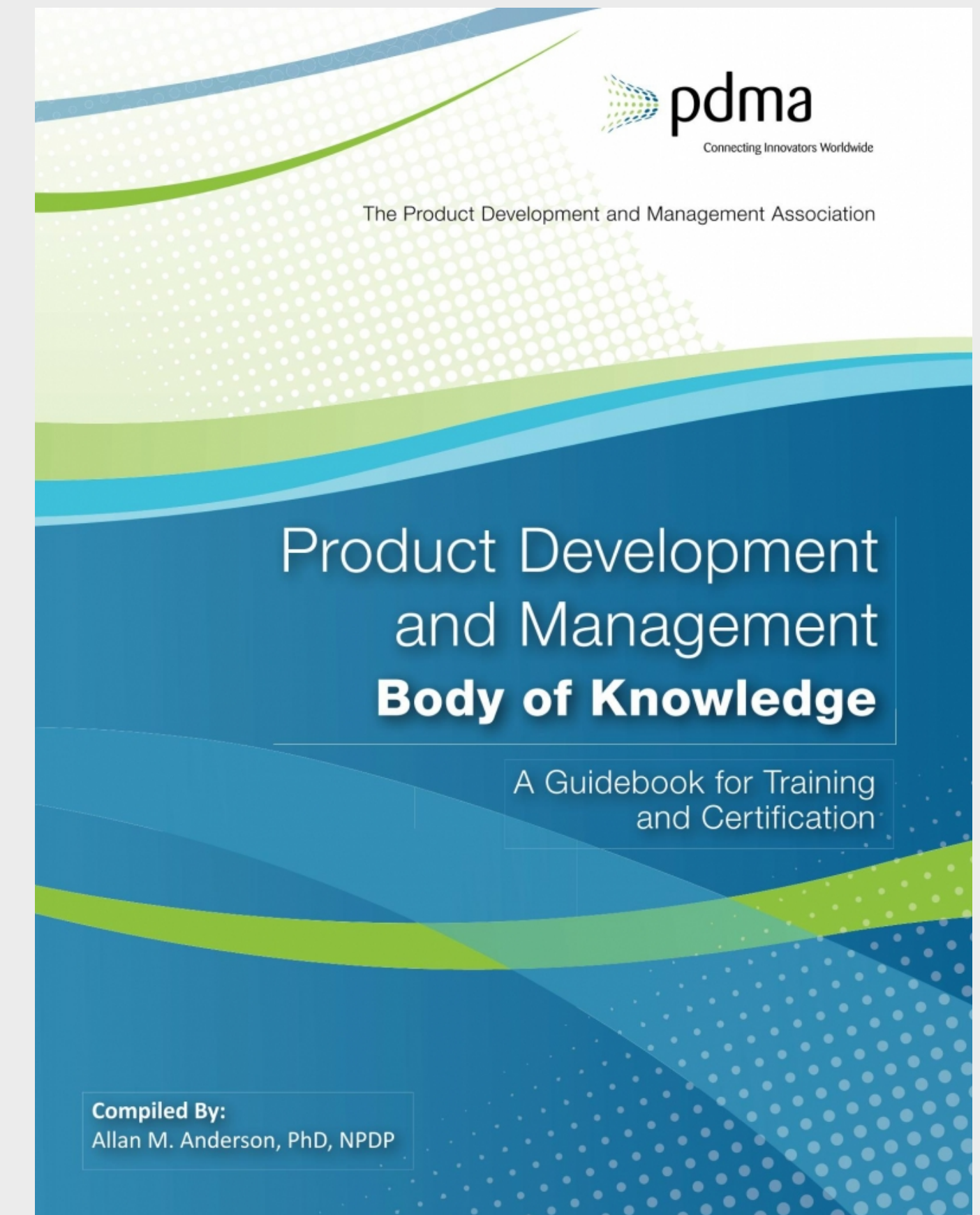
Source: PDMA Body of Knowledge (2017)

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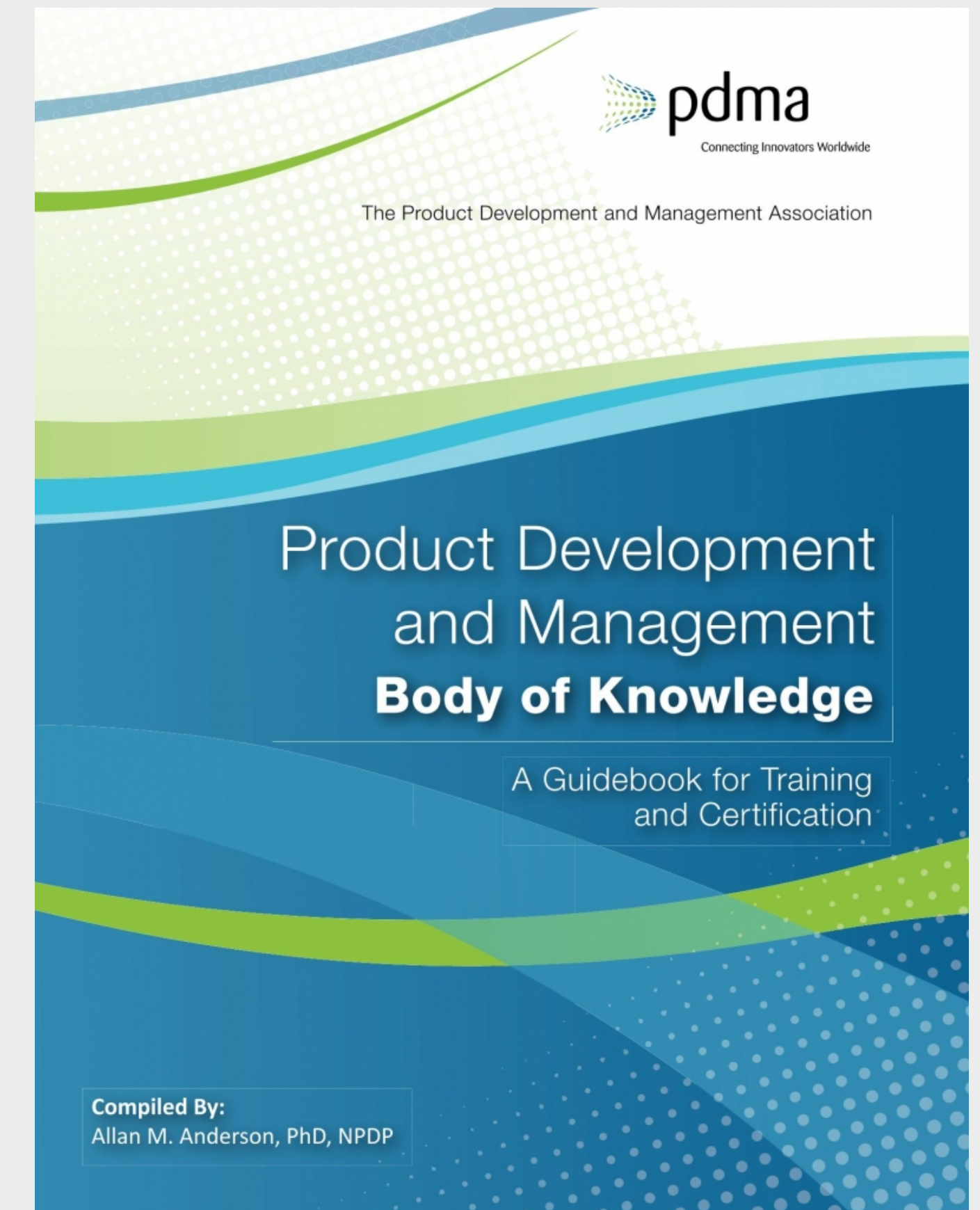
2. Portfolio Management

- ▶ What is a product portfolio?
- ▶ The relationship of the portfolio to strategy
- ▶ Selection of new product opportunities
 - ▶ Non-financial evaluation
 - ▶ Financial evaluation
- ▶ The balanced portfolio
- ▶ Resource allocation



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3. New Products Process

- ▶ Product development as a “risk vs. reward” process
- ▶ Specific product development processes and methods
 - ▶ Classical Stage-Gate®
 - ▶ Lean and agile product development
 - ▶ ...
- ▶ Comparison of product development processes
 - ▶ Agile vs Lean
 - ▶ Agile vs Classical Stage-Gate®
 - ▶ ...
- ▶ Product development process governance
- ▶ The product innovation charter

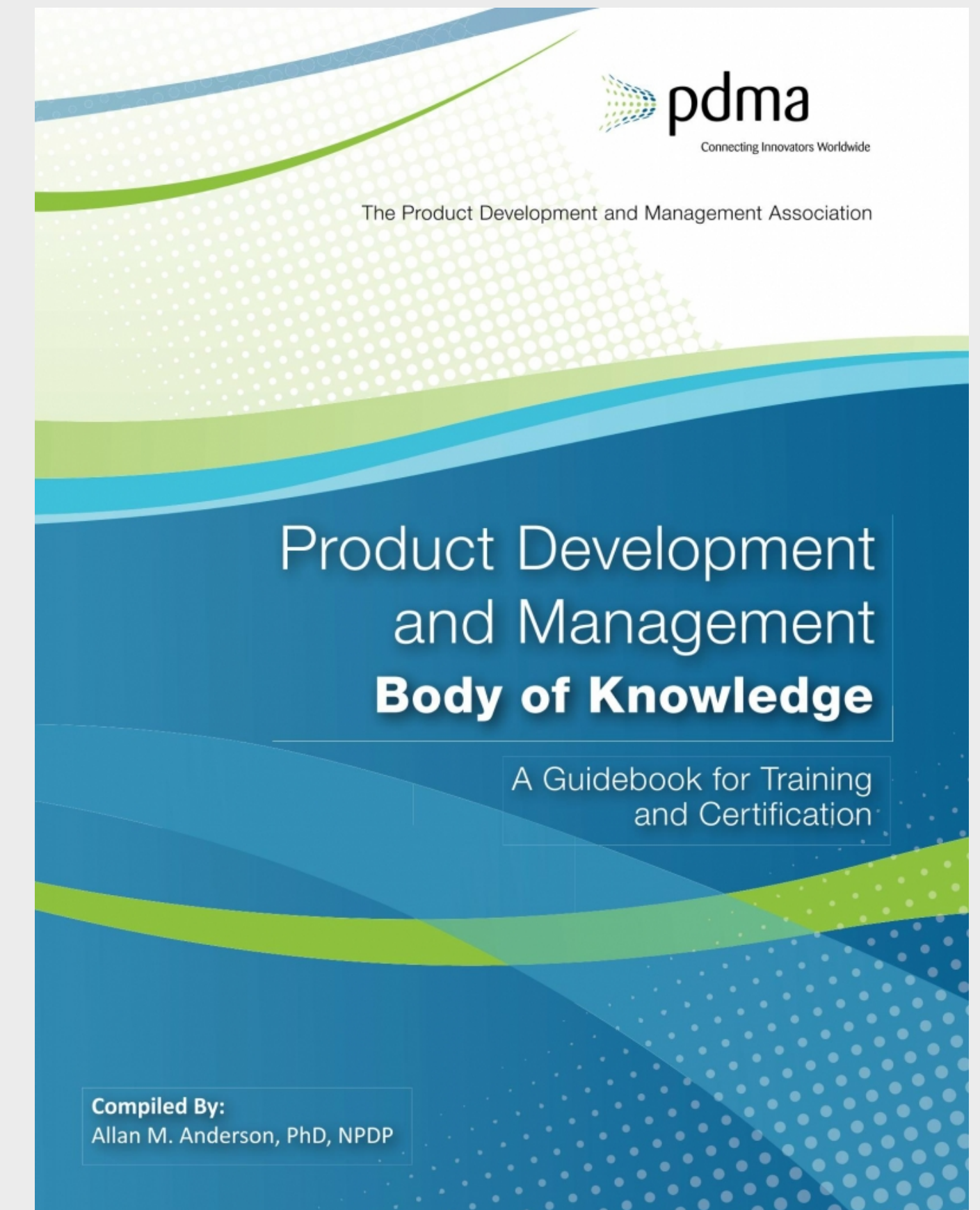
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4. Culture, Organization, and Teams

- ▶ The importance of a culture of innovation
- ▶ Management roles with respect to product development
 - ▶ Strategy
 - ▶ Process
 - ▶ Organization and Teams
 - ▶ Product
- ▶ Team-roles and responsibilities
 - ▶ High-performing team
 - ▶ Team formation
 - ▶ Team leader
 - ▶ Senior management support for the team
- ▶ Matrix structures and the cross-functional team

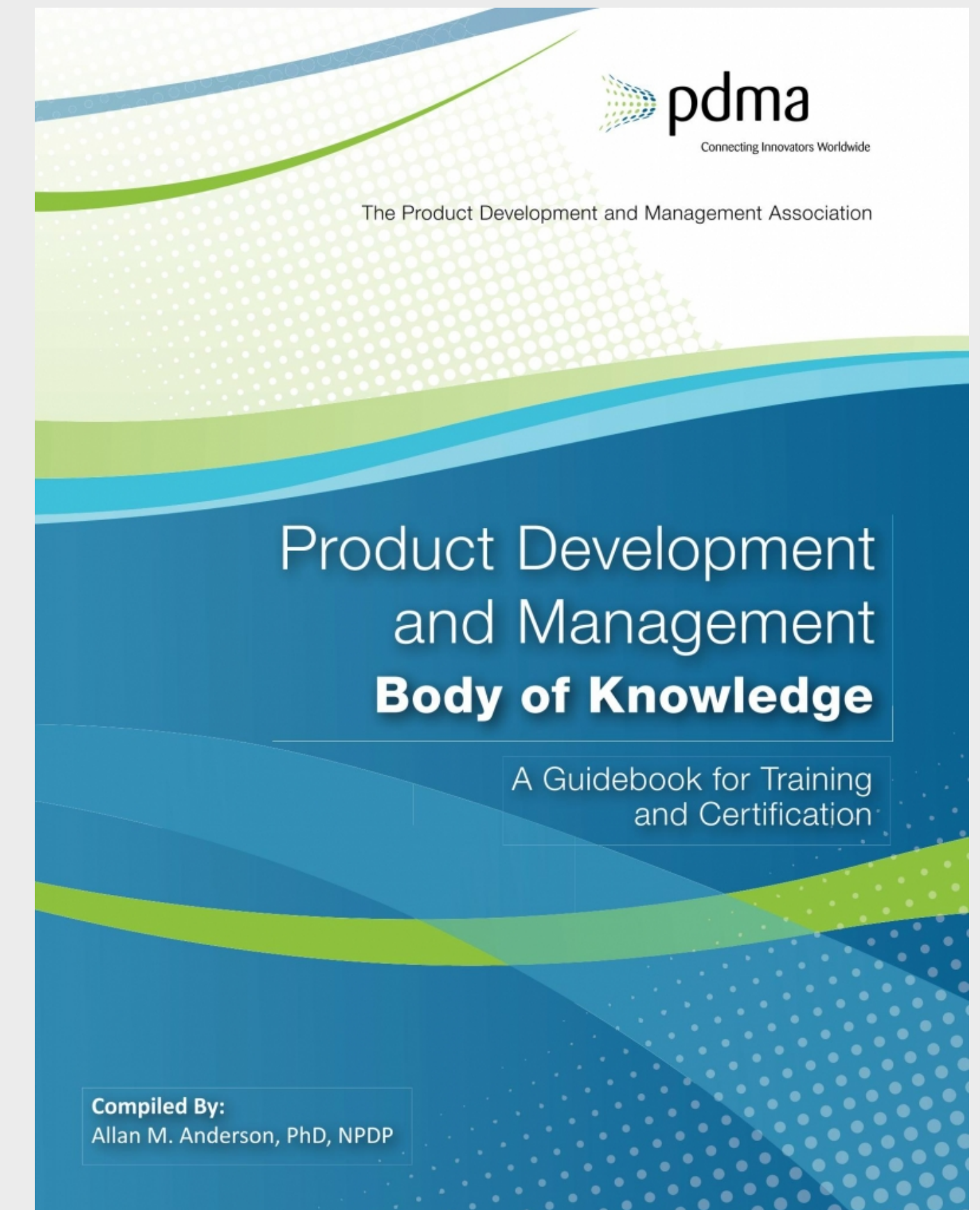
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5. Tools and Metrics

- ▶ Ideation tools
- ▶ Feasibility analysis
- ▶ Financial analysis
- ▶ Product concept and design specifications
- ▶ Product design tools
 - ▶ Design thinking
 - ▶ House of Quality
 - ▶ ...
- ▶ Project and risk management
- ▶ Performance metrics for product development

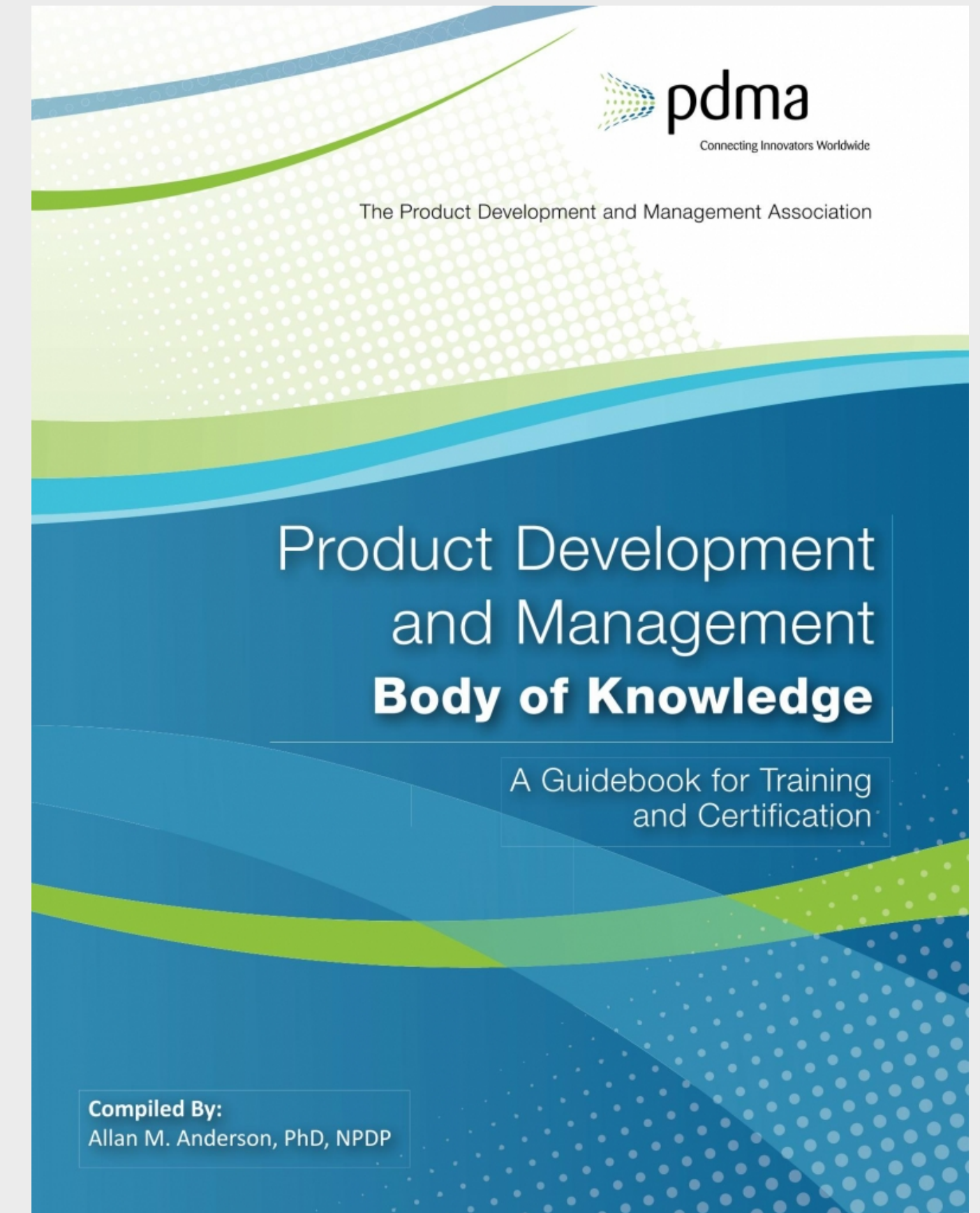
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6. Market Research

- ▶ Introduction to market research in product development
- ▶ Secondary vs primary market research
- ▶ Qualitative vs quantitative methods
- ▶ Market research tools
- ▶ Multivariate market research
- ▶ Other important market research tools
 - ▶ Crowdsourcing
 - ▶ Big data
- ▶ Market research at specific stages of product development
- ▶ Scenarios for market research in product development

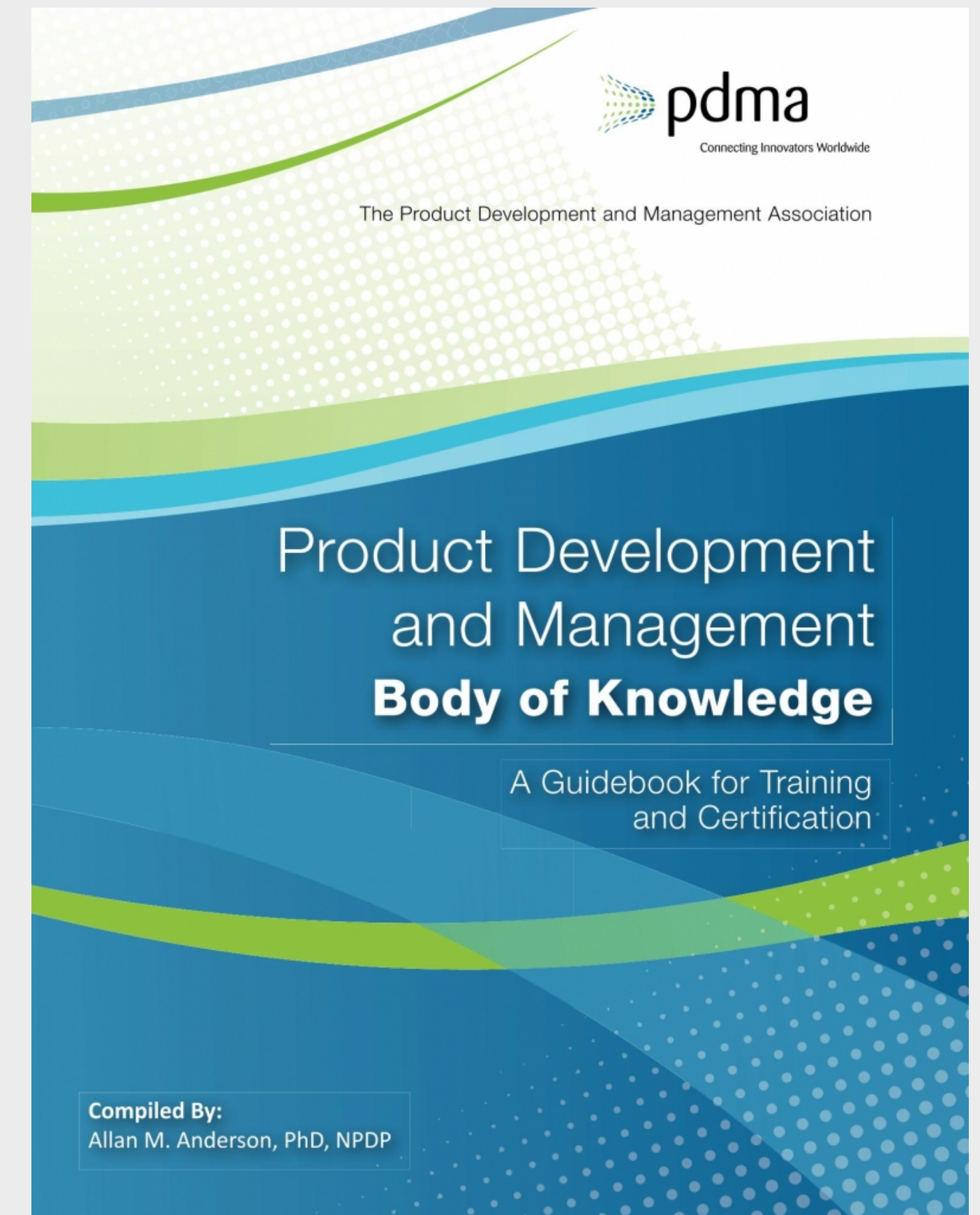
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7. Life Cycle Management

- ▶ Product life cycle
 - ▶ Introduction to the product life cycle
 - ▶ Managing the product life cycle
 - ▶ The impact of the PLC on the product portfolio
 - ▶ The critical stage of product introduction
- ▶ Sustainable product innovation
 - ▶ Introduction to sustainable innovation
 - ▶ Sustainability related to product development
 - ▶ Sustainability tools
 - ▶ LCA case studies and certification

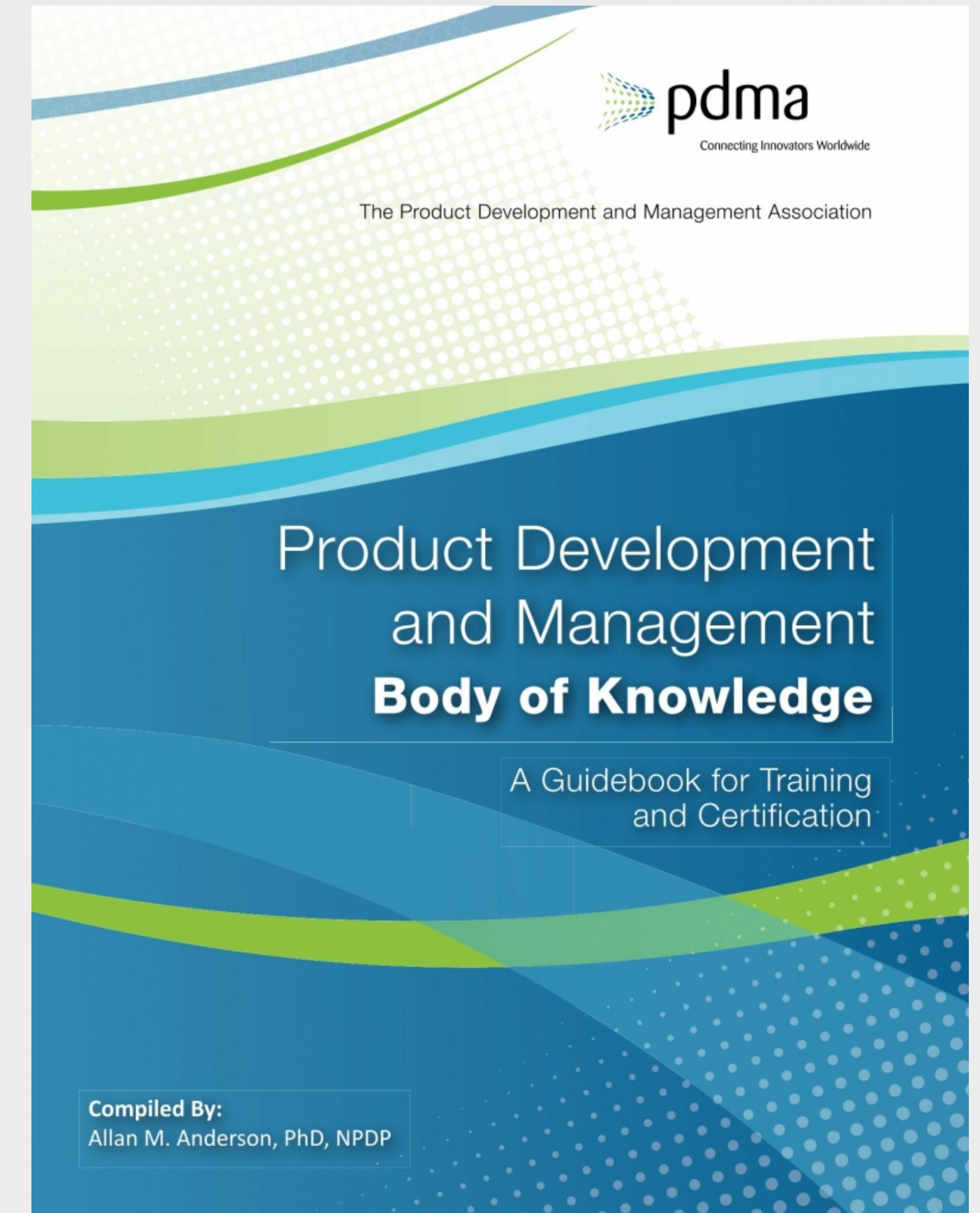
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- ▶ Durch den Lehrgang wird eine Vertiefung und Verbreiterung der eigenen Kenntnisse und Kompetenzen im Fachgebiet „Produktentstehung“ erreicht.
- ▶ Der Lehrgang vermittelt Konzepte, um die Komplexität der Produktentstehung im operativen Alltag besser bewältigen zu können.
- ▶ Das Bestehen der Prüfung und die Erfüllung der Zertifizierungsvoraussetzungen berechtigen zum Führen der Bezeichnung „Product Development Professional (PDP)“.
- ▶ Aufgrund der sehr geringen Anzahl an zertifizierten Personen weltweit stellt eine erfolgreiche Zertifizierung ein echtes Alleinstellungsmerkmal dar.

- ▶ Einziger akkreditierter Schulungsanbieter auf dem europäischen Kontinent ist das Steinbeis-Beratungszentrum Sozio-Informatik (SBZ).
- ▶ Das SBZ bietet die Schulungen als offene Trainings oder auch zusammen mit ausgewählten Partnern in Form von Inhouse-Seminaren an.
- ▶ Die Lehrgangssprache ist Englisch, da auch die Prüfung in englischer Sprache erfolgt.
- ▶ Das komplette Trainingsmaterial wird durch das SBZ bereitgestellt.
- ▶ Die Teilnehmer/innen müssen die Prüfung in einem unabhängigen Testzentrum ablegen (Prometric-Testzentrum, Frankfurt a. M.).

Kosten



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- ▶ Für Lehrgangsteilnehmer/innen:
 - ▶ Teilnahmegebühr für die Trainings (meist 4-tägige Lehrgänge)
 - ▶ Offene Trainings des Veranstalters (s. Angebotsflyer)
 - ▶ Inhouse-Seminare (Preis nach Vereinbarung)
 - ▶ Application Fee von \$ 100
 - ▶ Exam Fee von \$ 250

Wichtige Links



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- ▶ Vorstellung der Zertifizierung:
 - ▶ http://www.pdma.org/page/NPDP_certification (15.05.2018)
- ▶ Zertifizierungsanforderungen:
 - ▶ http://www.pdma.org/page/NPDP_cert_require (15.05.2018)

Kontakt



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