

PRODUCT DEVELOPMENT CERTIFICATE

Program Description

You have a great idea for a product. So what's next?

In this program, you will learn how to bring a product from concept to market launch, becoming fluent in all facets of the product development and manufacturing process. Every great product begins with a prototype, so you'll build one as a course project and use it to conduct customer discovery interviews. The information you gain from these interviews can then help you iterate your ideas and level up what you can offer customers.

From small-batch manufacturing to large-scale production, the physical product development process is often complex. The courses in this program provide you with a concrete set of best practices and tools that you can download and use to not only complete assigned projects, but also deploy later in your own real-world product development process, such as a production techniques and materials handbook, Gantt charts to plan hiring and production stages, a design checklist, and a funding pitch deck. You will get a chance to virtually "visit" a plastic injection molding company near Cornell University and experience multiple interviews with manufacturing experts and product entrepreneurs. When you have completed the program, you will be well positioned to bring your product ideas to life.

Key Takeaways

- Develop a working prototype that meets customer needs
- Determine the core characteristics of the final product
- Define the elements of a producible, low-volume product that is ready to be made either in house or by appropriate external parties
- Create a product rollout plan for high-volume production
- Plan a strategy to successfully manage relationships with manufacturers
- Develop a distribution strategy for your product
- Build a financing strategy for your product

What You'll Earn

- Product Development Certificate from Cornell Center for Regional Economic Advancement
- 70 Professional Development Hours (7 CEUs)

Who Should Enroll

- Entrepreneurs
- Product managers
- Designers
- Usability experts
- Software engineers
- Consultants
- Manufacturers

Total Investment

- 4 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Product Development Certificate (<https://ecornell.cornell.edu/certificates/engineering/product-development/>).

For the best experience in this program, it is strongly recommended to take these courses in the order that they appear.

Courses

Code	Title	Hours
eCornell CREA511	Building and Validating Prototypes	0
eCornell CREA512	Developing Product Specifications	0
eCornell CREA513	Launching Small-Scale Production	0
eCornell CREA514	Managing High-Volume Production	0
eCornell CREA515	Sourcing a Manufacturer	0
eCornell CREA516	Developing a Distribution and Marketing Strategy	0
eCornell CREA517	Financing Your Business	0