

GESTÃO DO DESENVOLVIMENTO DE PRODUTOS

Ementa: O Processo de Desenvolvimento de Produtos (PDP). Modelos de Referência para o PDP. Atividades genéricas do PDP. Pré-desenvolvimento: Planejamento Estratégico de Produtos; Planejamento do Projeto. Desenvolvimento: Projeto Informacional; Projeto Conceitual; Projeto Detalhado; Preparação da Produção e Lançamento do Produto. Pós-desenvolvimento: Acompanhamento do Produto e Processo; Descontinuar Produto.

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