

Management and Applications (Sports and Materials Science)

School of Metallurgy & Materials, School of Metallurgy and Materials

College of Engineering and Physical Sciences

Details

Code 11688

Level of study Third/Final year

Credit value 20

Semester 2

Module description

The module will introduce project and strategic management within a sports product manufacturing context and develop into a detailed illustration of the factors affecting the success of new product development. The key drivers of success will be outlined together with the financial implications of the process. Liability law will also be considered, and in particular negligence, contract and patent law.