

## Course Syllabus

### Course Information

Course Number/Section      OPRE 6379  
Course Title                      Product Lifecycle Management  
Term                                  Fall 2025

### Professor Contact Information

Professor                          Divakar Rajamani  
Office Phone                      469-371-4300  
Email Address                      divakar@utdallas.edu  
Office Location                      JSOM 2.615  
Office Hours                        Wednesday 5.00-7.00 pm  
Other Information

### Teaching Assistant Contact Information

Teaching Assistant                TBD  
Office Phone  
Email Address                        [TBD@UTDallas.edu](mailto:TBD@UTDallas.edu)  
Office Location                      JSOM TBD  
Online Office Hours                Tuesday 5.00-6.45 pm  
Other Information

Note: state time/day and how office hours will be held, e.g., BlackBoard Collaborate, MS Teams, or WebEx (add appropriate links) and/or phone call – optional; please ensure student’s identity in adherence to FERPA

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### Course Modality and Expectations

<b>Instructional Mode</b>	On campus Course
<b>Course Platform</b>	e-Learning & Microsoft Teams
<b>Expectations</b>	Students are expected to attend all classes on campus
<b>Asynchronous Learning Guidelines</b>	This is an on campus course.

### Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

### Course Description

**OPRE 6379** Product Lifecycle Management (3 semester credit hours) This course provides a management approach to new product development, product lifecycle management and its impact on supply chain management. Topics include the management of product portfolio transitions, resources, schema and modeling for bills of materials, change management, and product cost management. (3-0) R

A company's ability to develop innovative products, sell products that meet customer needs, be early to market and deliver robust margins throughout the entire lifecycle of the product, is an essential ingredient for success. In this course we discuss the Management approach to new products development, product lifecycle management (PLM) & its impact on supply chains.

### **Student Learning Objectives/Outcomes**

Students will learn

- Product Impact on Supply Chains
- Nature of product development process
- Conventional versus lean development process
- Prioritize requirements
- Optimize the product portfolio
- Manage the development resources effectively
- Manage product development projects
- Transition new products to maximize the lifecycle profitability

### **Required Textbooks and Materials**

#### *Required Texts*

1. Case Studies ( Link to purchase the 5 HBR cases will be provided)
  - Case 1: *Innovation Versus Complexity: What is Too Much of a Good Thing*, Mark Gottfredson and Keith Aspinall, Reprint R0511C, HBR November 2005
  - Case 2: *Creating Project Plans to Focus Product Development*, Steven C. Wheelwright and Kim B. Clark, Reprint number 92210, HBR March-April 1992
  - Case 3: *The Safe Birth Clinic*, Milind Dawande, Tim Huh, Ganesh Janakiraman, Mahesh Nagarajan, Yang Bo. (will be provided)
  - Case 4: *Six Myths of Product Development*, Stefan Thomke and Donald Reinertsen, May 2012. (link will be provided to read)
  - Case 5: *Product Development at Dell Corporation*, Stefan Thomke and Vish Krishnan, 9-699-010, January 1999
  - Case 6: *Microsoft Office 2000*, Alan MacCormack and Kerry Harman, 9-600-097, June 2000.
  - Case 7: *Hewlett-Packard: The Flight of the Kittyhawk*, Clayton M. Christensen, 9-697-060, March 2003

2. On line Top Hat Book

We will be using the Top Hat online textbook. To gain access to the Top Hat online textbook, follow the link and instructions in the course invitation that will be sent to your university email address in the second week after the start of class. You will be charged \$ 35 for the book at checkout. If you run into any technical problems signing for Top Hat or gaining access to the book, email [support@tophat.com](mailto:support@tophat.com). If you have any questions about how we will use the Top Hat Book in the course, please contact the professor at [divakar@utdallas.edu](mailto:divakar@utdallas.edu).

We will be using e-Learning as the main platform to access the book (you can also directly access the book). Once you have purchased the book, when you click on the links in e-learning it will take you to the respective sections in the book.

#### *Required Materials*

None

**Suggested Course Materials**

*Suggested Readings/Texts : None*

*Suggested Materials : None*

Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

**Technical Requirements**

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

**Course Access and Navigation**

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

**Communication**

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

**Distance Learning Student Resources**

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

**Server Unavailability or Other Technical Difficulties**

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

## Academic Calendar

Please check eLearning for final

WEEK/ DATES	TOPIC/LECTURE (TENTATIVE)	READING	ASSESSMENT / ACTIVITY	DUE DATE
1: 08/27	Unit 01: Welcome and Supply Chain Overview		Assignments 01	09/03
2: 09/03	Unit 02: The Product View		Assignments 02	09/10
3: 09/10	Unit 03: The Launch and Vehicle Development Process		Assignments 03	09/17
4: 09/17	Unit 04: Nature of Product Development		Assignments 04	09/24
5: 09/24	Unit 05: Lean Six Sigma & Conventional vs Lean Product Development Process		Assignments 05	10/01
6: 10/01	Unit 06: Theory of Constraints		Assignments 06	10/08
7: 10/08	Unit 07: Requirements Management		Assignments 07	10/22
8: 10/15	<b>Quiz 1 @ 7.00 pm (Wed) In Class</b>			
9: 10/22	Unit 08: Portfolio & Product Management	Case 1	Assignments 08	10/29
10: 10/29	Unit 09: Resource Management 1/ Guest Speaker	Case 2, 3	Assignments 09	11/05
11: 11/05	Unit 10: Resource Management 2/Agile Methodology	Case 4	Assignments 10	11/12
12: 11/12	Unit 11: Transition Management	Case 5	Assignments 11	11/19
13: 11/19	Unit 12: Linear Programming	Case 6, 7	Assignments 12	11/26
	Unit 13: Case Studies Review			
	Unit 14: AI in PLM			
14: 11/26	Fall Break			
15: 12/03	<b>Quiz 2 @ 7.00 pm (Wed) In Class</b>			

### Proctored Final Exam Procedures

If your course has a proctored exam requirement, please see the [UTD Testing Center](#) webpage and [Distance Learning Proctored Exams](#) webpage to make arrangements.

## COVID-19 Guidelines and Resources

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record.

Please see <http://go.utdallas.edu/syllabus-policies>.

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### Class Participation

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

*Note: if the instructor records any part of the course, then the instructor will need to add the following syllabus statement:*

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### Class Materials

The Instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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## Grading Policy

Assignments & Case Studies - 30%.

Quiz 1 – 35 %

Quiz 2 – 35 % ( is not cumulative)

Students will bring their laptops for taking the online Quizzes, in class, during class hours.

Mark Range	Grade Category
90-100	A, A-
80-90	B+, B, B-
70-79	C+, C
Below 70	F

## Course Policies

*Make-up exams*

No

*Extra Credit*

No

*Late Work*

Allowed in special situations only.

*Special Assignments*

No

*Class Participation*

Attend all classes

*Classroom Citizenship*

Be respectful

## Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

*“As a Comet, I pledge honesty, integrity, and service in all that I do.”*

## Academic Support Resources

The information contained in the following link lists the University’s academic support resources for all students.

Please go to [Academic Support Resources](#) webpage for these policies.

## UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***