

NM6011 IC Marketing/Business/Management

Trend in the IC industry: Technology and manufacturing trends, Demand, applications and product trends.
Market Characteristics: The customers, Business cycles, Demand lead and supply lag (the bull-whip effect), IC industry, supply and value chain, stakeholders, Geographical distribution of excellence centers, Technology centers, design centers, fabrication centers, The dis-integration of the value chain, outsourcing trends,
Managing the marketing function: The sources of product ideas, The role of standard, formats, and intellectual property. Strategic partnership, distributorship, Demand forecast, matching supply with demand.