



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		R&d and Project Development on Food Beverage Companies							
Course Code		AŞL206		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	123 (<i>Hours</i>)	Theory	4	Practice	0	Laboratory	0
Objectives of the Course		The main objective of this course is to examine the concept of innovation, which has been the focus of attention both in practice and in academic studies, and the product development process.							
Course Content		Introduction of the course, scope, importance, the concept of innovation, related concepts, innovation management, innovation types and new product development process, diffusion and adoption of innovations, models related to innovation, modern understanding and applications of innovation, protection of innovations and legal framework, product development, branding and packing							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Project	1	60

Recommended or Required Reading

1	Ders kitabı, yardımcı kitaplar, süreli yayınlar
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of the course, scope, importance and expectations
2	Theoretical	Concept of innovation, related concepts, innovation management
3	Theoretical	Innovation types and new product development process
4	Theoretical	Diffusion and adoption of innovations
5	Theoretical	Models related to innovation
6	Theoretical	Modern innovation understanding and applications
7	Theoretical	Protection of innovations and legal framework (Intellectual property, patent)
8	Theoretical	Protection of innovations and legal framework (Industrial design, brand)
9	Intermediate Exam	Midterm
10	Theoretical	Product development, branding and packaging
11	Theoretical	Product development, branding and packaging
12	Theoretical	Product development, branding and packaging
13	Theoretical	Product development, branding and packaging
14	Theoretical	Product development, branding and packaging
15	Theoretical	Product development, branding and packaging

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	4	56
Project	1	30	5	35
Midterm Examination	1	10	1	11
Final Examination	1	20	1	21
Total Workload (Hours)				123
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	.
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2	.
3	.
4	.
5	.

Programme Outcomes (Cookery)

1	...
2	...
3	...
4	...
5	...

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1
P1	5
P2	5
P3	5
P4	5
P5	5

