



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		New Product Development							
Course Code		EU253		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	1	Practice	1	Laboratory	0
Objectives of the Course		This course provides students with the R & D, P & D and innovation concepts, to obtain a new product or improve existing products is intended to teach. In addition, innovative approaches to teach.							
Course Content		In this course, students are producing new ideas, they will prepare projects that can implement the ideas. developing new products in the process, learn ways it can be implemented.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Project Based Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Practice	1	40
Project	1	60

Recommended or Required Reading

1	Mühendislikte Ar-Ge, Kitap, Doç. Dr. Uğur SOY, Kasım 2015.
2	Sürdürülebilir Gelişim İçin Ar-Ge Yönetimi, Sunu, Dr. Suat Genç, 2015

Week	Weekly Detailed Course Contents	
1	Theoretical	The purpose and content knowledge Course
	Practice	The purpose and content knowledge Course
2	Theoretical	Giving the definition and creation of group
	Practice	Giving the definition and creation of group
3	Theoretical	brainstorm
	Practice	Brainstorm
4	Theoretical	idea screening
	Practice	Comparison of ideas
5	Theoretical	Lecture
	Practice	Intellectual development and testing
6	Theoretical	Lecture
	Practice	Intellectual development and testing
7	Theoretical	Lecture
	Practice	Intellectual development and testing
8	Intermediate Exam	Mid term exam
9	Theoretical	Raw materials research
	Practice	Control of raw materials
10	Theoretical	Investment research
	Practice	Investment calculations
11	Theoretical	Source research
	Practice	Rewiev of literature
12	Theoretical	Job analysis
	Practice	Researc of job
13	Theoretical	market test
	Practice	Market comparison
14	Theoretical	Review control
	Practice	Project Correction of deficiencies
15	Theoretical	Project Delivery
	Practice	Revision



16	Final Exam	Final Exam
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	1	28
Lecture - Practice	5	1	1	10
Project	1	11	1	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Innovative Thinking
2	The idea that there is an object to heal
3	to do research
4	Can improve product quality
5	Can realize his mind

Programme Outcomes (Banking and Insurance)

1	Having adequate infrastructure in the fields of economics, law, accounting, basic management, management and field; to use theoretical and practical knowledge in these areas.
2	To acquire the ability to use computer software and hardware at the basic level required by the field
3	To be able to interpret and evaluate data, to be able to identify and analyze problems using basic knowledge and skills acquired in the field
4	To have a consciousness of historical values, social responsibility, universal, social and professional ethics
5	To be able to identify and effectively use the modern techniques, tools and information technologies required for applications related to the field.
6	Having the ability to plan and project using the professional environment and tools related to the field
7	Be equipped with the ability to produce solutions, take responsibility in teams or in individual work

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

	L1	L2	L3	L4	L5
P6	2	2	3	3	2
P7	3	2	2	3	3

