



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Innovation Management							
Course Code		UTIF406		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	145 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enrich the conceptual and practical knowledge of undergraduate students about the new product development process.							
Course Content		All stages from the creation of the new product idea to the production and launch of the product are discussed and information is given about the techniques used during the new product development process.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Assoc. Prof. Mehmet Metin DAM							

Prerequisites & Co-requisites

ECTS Requisite	95
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	ANNACCHINO Mark A. (2003), New Product Development: From Initial Idea To Product Development, Elsevier, Butterworth Heinemann Publication
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Week	Weekly Detailed Course Contents	
1	Theoretical	New product concept
2	Theoretical	New Product Importance
3	Theoretical	Reasons that push businesses to develop new products
4	Theoretical	Basic concepts of new product development process
5	Theoretical	Factors affecting the new product development process
6	Theoretical	Creating new product ideas
7	Theoretical	Review and filter ideas
8	Theoretical	Midterm Exams
9	Theoretical	Concept development and internal testing
10	Theoretical	Market analysis and economic analysis
11	Theoretical	Prototype product and market test
12	Theoretical	Product launch
13	Theoretical	Value creation with new product
14	Theoretical	Reasons for new product failure
15	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	25	1	26
Final Examination	1	20	1	21
Total Workload (Hours)				145
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to evaluate the basic concepts of new product
2	To be able to interpret the new product development process in different dimensions
3	Examine the socio-cultural factors affecting the new product development process
4	To be able to analyze different strategies related to new product development process
5	Examines value creation through new product development

Programme Outcomes (*International Trade and Finance*)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world
4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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

	L1	L2	L3	L4	L5
P1	2	4	2	2	4
P2	3	3	3	2	3
P3	3	3	3	1	3
P4	3	3	4	1	2
P5	3	5	4	2	2
P6	4	1	3	3	5
P7	4	3	2	3	4
P8	3	2	3	4	3
P9	3	3	3	4	3
P10	3	3	4	5	4

