



SYLLABUS

2018-2019 Spring Semester

Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Campus / Weekly Time & Classroom Schedule
			T	A	L			
MGT4084	Innovation and New Product Development Management	Elective	3			5	5	GOZTEPE
Prerequisite		Prerequisite to						
Course Lecturer	HÜLYA ASLANOĞLU					Office Hours Schedule		
E-mail	hulya.aslanoglu@marmara.edu.tr					Office / Room No		
Phone						Phone		
Teaching Assistant(s)						0 535 633 66 31		
E-mail						Office / Room No		
E-mail						MA-117		
Course Objectives	Acknowledging the students about the importance of innovation and new product development for the sustainability of competitive organizations, giving the theoretical background about the innovation and new product development and guiding them to develop a new product as a project.							
Learning Outcomes	Learning to internalize the importance of innovation in the competitive organizations. Learning the terminology related to innovation and new product management. Developing managerial and communicative skills to be able to identify and solve the problems that can come up during the management of new product development process. Develop a new product as a project.							
Textbooks and/or References								
	Trott, Paul, Innovation Management and New Product Development, Prentice Hall London, 2008							
	Crawford, Merle and Di Benedetto, Anthony, New Products Management, McGraw-Hill International Edition, New York, 2006							
WEEK	Date	TOPICS						Reference No - Section
Week 1	11.02.2019	The importance of innovation in strategic organization management						
Week 2	18.02.2019	Concepts related to innovation and new product development management						
Week 3	25.02.2019	Product and service concepts and their contents						
Week 4	4.03.2019	New product and the steps in new product development process						
Week 5	11.03.2019	Internal and external factors affecting new product development process						
Week 6	18.03.2019	Understanding the needs and wants of customers and the tools needed to bring out these needs						
Week 7	25.03.2019	Relationships between design, production and marketing						
Week 8	1.04.2019	Mid-Term Exam						
Week 9	8.04.2019	Intellectual property and knowledge management						
Week 10	15.04.2019	Product and brand strategy						
Week 11	22.04.2019	Packaging and new product development						
Week 12	29.04.2019	Models of new product development						
Week 13	6.05.2019	Market research and its influence on product development						
Week 14	13.05.2019	Organization structure for new product development						
Week 15	20.05.2019	Project Presentations						
Week 16	10.06.2019	Final Exam						
Evaluation Tools	Evaluation Tool		Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)		
	Final Exam		1		40	0		
	Final Make-up Exam (if exists)		1	--	40	0		
	Semester Evaluation				60	100		
	Midterm(s)		1		30	50.0		
	Quiz(zes)		5	--	10	16.7		
	Project(s)		1	--	20	33.3		
	Homework(s)		0		0	0.0		
	Laboratory		0	--	0	0.0		
	Other		0	--	0	0.0		
*** Lifelong Learning Programme (LLP) ***					Language of Instruction: English			
Evaluation Tool	Quantity	Student Workload Hours			Evaluation Tool	Quantity	Student Workload Hours	
Theoretical Hours	14	42.0			Applied Hours	0	0.0	
Midterm	0	0.0			Final	0	0.0	
Quiz	0	0.0			Project	1	40.0	
Laboratory	0	0.0			Homework	0	0.0	
Atelier	0	0.0			Seminar	0	0.0	
Field Study	0	0.0			Presentation	1	10.0	
Other	0	0.0			Self Study	0	0.0	
					TOTAL :	16	92.0	
Recommended ECTS Credit (Total Hours / 25) : 5								