

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: İşletme			
Course Title: INNOVATION & NEW PRODUCT DEVELOPMENT		Course Org. Title: INNOVATION & NEW PRODUCT DEVELOPMENT	
Course Level: Lisans		Course Code: MRK 4248	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 25/09/2018	
Weekly Course Hours: 3		Course Coordinator: DOÇ.DR. BANU DEMİREL	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
BUSINESS ADMINISTRATION	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

DOÇ.DR. BANU

Wire: +90 (232) 453 50 60

Fax: +90 (232) 453 50 62

Access: www.deu.edu.tr

Address: D.E.Ü. Kaynaklar Yerleşkesi 35160 Buca / İZMİR

E-mail: isletme@deu.edu.tr



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Course Objective:

The objective of this course is to provide students with the knowledge to understand how to manage innovation and how to use state-of-the-art management techniques to identify markets, develop new product ideas, and design profitable new products.

Learning Outcomes:

- 1 Recognise the importance of innovation in operations management
- 2 Provide an understanding of the new product development process
- 3 Improve oral and written communication skills through class discussions and presentations
- 4 Work effectively as part of a team participating and interacting in the group in a productive manner for him/herself and for the group as a whole

Learning and Teaching Strategies:

1. Lectures
2. Group Work
3. Presentations

Assessment Methods:

Name	Code	Calculation formula
TermProject	TP	
Assignment	ASS	
BNS	BNS	TP * 058 + ASS * 042

Further Notes about Assessment Methods:**Assessment Criteria:**

1. The learner will clearly demonstrate knowledge and understanding of facts, terms, and concepts related to innovation and new product development in topic presentations and reports.
2. The assessment of topic presentations will be done according to the level of the structured preparation and the professional manner of the presentations.
3. For term projects, the students in groups of four will develop a new product. The



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process of new product development should be executed according to the topics covered during the topic presentations. Students will also make a 20-minute presentation of their group projects in class. All reports should be typed with a maximum of 15 pages (1.5 line-spacing, 11 or 12 pt. font size).

Textbook(s)/References/Materials:

- Trott, P. (2017). Innovation Management and New Product Development. 6th Edition. Pearson Education Limited, London
- Crawford, M. & Di Benedetto, A. (2011), New Products Management, 10th Edition, McGraw-Hill Education, United States of America.
- Tidd, J. and Bessant (2009), Managing Innovation, Fourth Edition, John Wiley & Sons Inc: USA
- Crawford, Merle C., (1991), New Products Management, Third Edition, Irwin, INC: USA

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Students are expected to participate actively in class discussions.
4. Students are expected to attend to classes on time.

Contact Details for the Instructor:

banu.atrek@deu.edu.tr

Office Hours:

Will be announced later.

Course Outline:

Week	Topics:	Notes:
1	Introduction	



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2	Creativity and Innovation -Types of Innovation	
3	Creativity and Innovation -Types of Innovation	
4	Sources of Innovation Idea Generation and Concept Testing	(Topic presentation; group work)
5	Presentation of innovative ideas for term project approval	
6	Market Analysis Idea/concept evaluation	(Topic presentation; group work)
7	Field Study	
8	Feedback Session	
9	Financial Evaluation Commercialization Commercialization	(Topic presentation; group work)
10	Managing Intellectual Property Diffusion and Adoption of Innovation	(Topic presentation; group work)
11	Term Project Presentations	
12	Term Project Presentations	
13	Term Project Presentations	



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

Exams

Out Class activities

Preparation for topic presentations	1	5	5
Preparation for topic report	1	30	30
Preparation for term project	1	45	45
Preparation for term project presentation	1	5	5
Total Work Load (hour)			121
ECTS Credits of the Course= Total Work Load (hour) / 25			5