

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject New Products Management		Code 1011102331011145026
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Marketing and Company Resources	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 100 2%
Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	A student has basic knowledge of marketing and marketing research.
2	Skills	A student is able to interpret and describe the factors that affect the market mechanism of development of the assortment offered by the enterprise.
3	Social competencies	A student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
Assumptions and objectives of the course: Understanding the importance of new products in creating competitive advantage of enterprise, learning methods and techniques of new products management.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has knowledge about the significance and interrelationships of new products in marketing mix. - [K2A_W01]		
2. The student knows and understands the ways of functioning of the techniques and tools that form enterprise - [K2A_W08]		
3. The student knows basic terminology relating to new products, value, innovation and creativity. - [K2A_W01]		
4. The student has knowledge of the techniques and research methods used in new products management. - [K2A_W09]		
5. The student has knowledge of the marketing strategies used in new products management - [K2A_W05]		
Skills:		
1. Student is able to identify market factors that influence new products management. - [K2A_U01]		
2. The student is able to classify the products and determine the value of new products for the target customers group. - [K2A_U02]		
3. The student is able to make an economic assessment of the decisions taken about new products management. - [K2A_U04]		
4. The student is able to apply the techniques and methods for creative and innovative ways to develop new products. - [K2A_U06]		
5. Student is able to apply the research techniques and methods for the development and verification of placing new products on the market. - [K2A_U07]		
Social competencies:		

1. The student is able to use the skills to conduct in creative and innovative way both in professional use as well as personal life - [K2A_K02]
2. The student is aware of the significance of the decision from the management of new products and their impact on the behavior of buyers. - [K2A_K03]
3. Student is able to use modern information and communication technologies both for professional use as well as personal life in a conscious and effecting way - [K2A_K06]
4. Students can proceed in enterprising way both in professional and personal life - [K2A_K05]

Assessment methods of study outcomes		
<p>Forming rating: short discussions checking the effectiveness of the education process, adapting teaching to the level of students and showing the range of the material possessed within new products management.</p> <p>Summary rating: colloquium lasting about 60 minutes. including theoretical questions to be confirmed with example, colloquium is usually performed in 14th week of the semester.</p>		
Course description		
<p>New product in the structure of the marketing mix Classification of products New product as new economic benefits for the enterprise Product as a set of values Creativity and innovation as the basis for the development of new products Marketing strategies in the management of products Researches of new products</p>		
Basic bibliography:		
Additional bibliography:		
Result of average student's workload		
Activity	Time (working hours)	
1. Lectures	15	
2. Consultation	10	
3. Preparation to pass lectures	25	
4. Final pass	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	52	2
Contact hours	27	1
Practical activities	0	0