

NAME OF THE COURSE		NEW PRODUCT STRATEGIES				
Code	ECM205	Year of study	3.			
Course teacher	Marina Lovrinčević, PhD, Full professor Anita Talaja, PhD, Associate professor	Credits (ECTS)	5			
Associate teachers	Ana Juras, PhD, Postdoctoral researcher	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Compulsory	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	The objective of this course is to acquaint students with the concepts, process, methods and tools of new product development.					
Course enrolment requirements and entry competences required for the course	Course enrolment requirements are prescribed by the Statute of the Faculty of Economics, Business and Tourism, as well as the Ordinance on study. Competences - knowledge of the basics of management and entrepreneurship, teamwork skills, computer skills (MS Office).					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Course learning outcome: Identify and analyze new venture process, and make decision about new venture using the results of conducted analyses 1. Compare sources and methods for generating new ideas. 2. Identify types of innovations and new product classification. 3. Develop plan for opportunity analysis. 4. Understand phases of new product development.					
Course content broken down in detail by weekly class schedule (syllabus)		Lectures	Exercises			
		Topic	Hours	Topic	Hours	
	1	Introduction to the concept of new product strategies; Creativity and entrepreneurship; Case study analysis.	2	Creativity as a prerequisite for new product development, innovation and entrepreneurship; Case study analysis (video material)	2	
	2	The importance of innovation in new product development; Innovation management; Case study analysis.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	3	Product; Product properties; Case study analysis.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	4	New products classification and new products life cycle analysis.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	5	New product development process.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	6		2	Practical assignment: Analysis of examples from practice; Discussion of results and	2	

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		New product development process - Methods and tools for new product development.		essays writing via the Moodle platform.		
	7	New product development process - Methods and tools for new product development.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	8	Test 1				
	9	New product development process - Methods and tools for new product development.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	10	New product development strategies. Case study analysis.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	11	New product development strategies.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via the Moodle platform.	2	
	12	Reasons for success and failure of new products.	2	Presentation of student projects - Strategies and processes of new product development.	2	
	13	New product development environment; Organizational culture. Case study analysis.	2	Presentation of student projects - Strategies and processes of new product development.	2	
	14	New product development environment; Learning organization. Case study analysis.	2	Presentation of student projects - Strategies and processes of new product development.	2	
	15	Test 2				
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	<p>In order to obtain the signature right, a student must attend classes regularly (minimum 50% attendance at lectures and exercises), student must actively participate in classes (case studies analysis and writing essays) and submit an individual seminar essay, as well as a group project in the prescribed time.</p> <p>Under active participation in classes, it is considered that the student has done 50% of all activities within the class.</p>					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the	Class attendance	1	Research		Practical training	
	Experimental work		Report		Case study	0,5
	Essay	0,5	Seminar essay	0,5	(Other)	
	Tests	1,5	Oral exam		(Other)	

ECTS value of the course)	Written exam		Project	1	(Other)	
Grading and evaluating student work in class and at the final exam	<p>Knowledge (learning outcomes) assessment through:</p> <ul style="list-style-type: none"> - 2 written or oral tests or, alternatively, a final written and/or oral exam, - individual work in the preparation of essays and analysis of case studies and - preparation of individual seminar essay and group student project. <p>The course grade structure:</p> <ul style="list-style-type: none"> - 2 written or oral tests during the semester or final written and/or oral exam (min. threshold 50%) => share of 40% in the total grade - individual work in the preparation of essays and analysis of case studies => share of 20% in the total grade - preparation of individual seminar essay and group student project => share of 40% in the total grade. <p>The exam is considered passed if the student has:</p> <ul style="list-style-type: none"> - fulfilled all obligations regarding obtaining signature right (presence and activity) - on average achieved a passing grade (minimum 50%) from two tests or final exam - submitted individual seminar essay and group student project, in the given terms, which were positively evaluated - completed a minimum of 50% of all activities within the class. <p>Score thresholds and the formation of an appropriate grade from the course based on the total points achieved in all tests of knowledge in the course:</p> <p>0 - 49% - insufficient (1) 50 - 62% - sufficient (2) 63 - 74% - good (3) 75 - 86% - very good (4) 87 - 100% - excellent (5).</p>					
Required literature (available in the library and via other media)	Title		Number of copies in the library	Availability via other media		
	Authorised lectures and teaching material on the Moodle pages of the course		0	Moodle		
	Kotler, P., Keller, K.L., & Martinović, M. (2014). <i>Upravljanje marketingom, 14. Izdanje. MATE, ZŠEM, Zagreb.</i> Tidd, J., & Bessant, J. R. (2020). <i>Managing innovation: integrating technological, market and organizational change. John Wiley & Sons.</i>		>20	Google Scholar		
Optional literature (at the time of submission of study programme proposal)	Trott, P. (2017). <i>Innovation management and new product development. Pearson education.</i> Cooper, R. G. (2019). The drivers of success in new-product development. <i>Industrial Marketing Management, 76</i>, 36-47. Bouncken, R. B., Fredrich, V., Ritala, P., & Kraus, S. (2018). Coopetition in new product development alliances: advantages and tensions for incremental and radical innovation. <i>British Journal of Management, 29</i>(3), 391-410.					

	<p>Obal, M., Morgan, T., & Joseph, G. (2020). Integrating sustainability into new product development: The role of organizational leadership and culture. <i>Journal of Small Business Strategy</i>, 30(1), 43-57.</p> <p>Gao, J., & Bernard, A. (2018). An overview of knowledge sharing in new product development. <i>The International Journal of Advanced Manufacturing Technology</i>, 94(5), 1545-1550.</p> <p>Kiss, A. N., & Barr, P. S. (2017). New product development strategy implementation duration and new venture performance: A contingency-based perspective. <i>Journal of Management</i>, 43(4), 1185-1210.</p>
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Monitoring student's class attendance (teacher) • Class quality supervisions (Vice-Dean) • Analysis of student success (Vice-Dean) • Student survey on the quality of teachers and teaching (University of Split, Centre for Quality Improvement) • Final exam is relevant for the assessment of course outcomes. The content of exam is reassessed periodically in order to assure fit with course outcomes.
Other (as the proposer wishes to add)	