

<b>Course code</b>																																	
<b>Type and description</b>	Elective Course																																
<b>ECTS credit</b>	1																																
<b>Course name</b>	New Product Development: From Idea to Final Form																																
<b>Course name in Polish</b>	Rozwój nowego produktu: od pomysłu do ostatecznej formy																																
<b>Language of instruction</b>	English																																
<b>Course level</b>	8 PRK																																
<b>Course coordinator</b>	Prof Dorota Kregiel																																
<b>Course instructors</b>	PhD DSc Joanna Berlowska																																
<b>Delivery methods and course duration</b>	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> <td>0</td> <td>15</td> </tr> <tr> <td>E-learning</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td></td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0,00</td> <td></td> <td></td> <td>100,00</td> <td></td> <td>0,00</td> <td></td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	15	0	0	15	E-learning	No	No	No	No	No	No		Assessment criteria (weightage)	0,00			100,00		0,00	
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<b>Course objective</b>	<ol style="list-style-type: none"> <li>1. Develop a professional commercialization and product implementation plan;</li> <li>2. Work in interdisciplinary teams;</li> <li>3. Enhance scientific discussion and presentation skills;</li> <li>4. Learn how the business world works</li> </ol>																																
<b>Learning outcomes</b>	<p>Having completed the course student can:</p> <ol style="list-style-type: none"> <li>1. Describe product design stages and rules for introducing new products to the market W4, U4, K1;</li> <li>2. Apply the knowledge obtained to the analysis of specific new product U4, K1</li> <li>3. Evaluate a new product in many aspects: consumer, environment, and circular economy W4, U4, K1</li> </ol>																																
<b>Assessment methods</b>	<p>W4 – discussion</p> <p>U4, K1 – project seminar presentation</p> <p>W4, U4 – written project</p> <p>The final grade:</p> <p>Discussion - 20%</p> <p>Project evaluation– 30%</p> <p>Presentation - 50%</p>																																

<b>Prerequisites</b>	
<b>Course content with delivery methods</b>	<p>LECTURE:</p> <ol style="list-style-type: none"> <li>1. Assessment of the product's impact on the natural environment;</li> <li>2. Rules for introducing new products to the market;</li> <li>3. Stages of the commercialization process, creating task teams;</li> <li>4. National and European legal standards and regulations;</li> <li>5. Patents, industrial designs and product brands;</li> <li>6. Quality management tools (standards, supplier evaluation, customer satisfaction measurement, market research);</li> <li>7. Case studies</li> </ol> <p>PROJECT</p> <ol style="list-style-type: none"> <li>8. Product design will comply with the basics of consumer expectations and rules of circular economy</li> </ol>
<b>Basic reference materials</b>	<ol style="list-style-type: none"> <li>1. Duncan W.R., A Guide to the Project Management Body of Knowledge. Project Management Institut, Four Campus Boulevard, 2000.</li> <li>2. European Commission, A sustainable bioeconomy for Europe: strengthening the connection between economy, society and the environment, Publications Office of the European Union, Luxembourg, 2018.</li> </ol>
<b>Other reference materials</b>	<ol style="list-style-type: none"> <li>1. Annacchino M. New Product Development: From Initial Idea to Product Management. Elsevier, Amsterdam, 2003</li> </ol>
<b>Average student workload outside classroom</b>	10h
<b>Comments</b>	
<b>Last update</b>	27.04.2023