

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject New Products Management		Code 1011105331011145026
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) general academic	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) part-time	
No. of hours Lecture: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
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		
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

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.

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.

Course description

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

DIDACTIC METHODS

Conversational lecture
 Working with a book,
 Use of trade journals - current issues, examples
 Presentation of cases appropriate to the presented content - case study

Basic bibliography:

1. Rutkowski I., Strategie produktu. Koncepcje i metody zarządzania ofertą produktową, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2011.
2. Goliński M., Zarządzanie nowym produktem, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011.
3. Rutkowski I., Metody innowacji produktu : macierzowo-sieciowe metody pomiaru dojrzałości procesu innowacji produktu, Wydawnictwo UEP, Poznań, 2016
4. Zarządzanie produktem, pod red. B. Sojkina, Wyd. PWE , Warszawa, 2003

Additional bibliography:

1. Ergonomia produktu: ergonomiczne zasady projektowania produktów, pod red. Jana Jabłońskiego, Wyd. Politechniki Poznańskiej, Poznań, 2006
2. Podręcznik Oslo. Zasady gromadzenia i interpretacji danych dotyczących innowacji., Warszawa, 2008

Result of average student's workload

Activity	Time (working hours)	
1. Lectures	10	
2. Consultation	15	
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	2
Practical activities	0	0

