

| <b>STUDY MODULE DESCRIPTION FORM</b>  |   |  |
|---|---|--|
| Name of the module/subject<br><b>New Products Management</b>  |   | Code<br><b>1011102331011145026</b>   |
| Field of study<br><b>Engineering Management - Full-time studies -</b>   | Profile of study (general academic, practical)<br><b>general academic</b> | Year /Semester<br><b>2 / 3</b>   |
| Elective path/specialty<br><b>Marketing and Company Resources</b>   | Subject offered in:<br><b>Polish</b>                                      | Course (compulsory, elective)<br><b>elective</b>   |
| Cycle of study:<br><b>Second-cycle studies</b>  | Form of study (full-time, part-time)<br><b>full-time</b>                  |  |
| No. of hours<br>Lecture: <b>15</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>  |   | No. of credits<br><b>2</b>   |
| Status of the course in the study program (Basic, major, other)<br><b>other</b>   |   | (university-wide, from another field)<br><b>university-wide</b>  |
| Education areas and fields of science and art<br><b>social sciences</b>   |   | ECTS distribution (number and %)<br><b>2 100%</b>  |
| <b>Responsible for subject / lecturer:</b><br>dr inż. Marek Goliński<br>email: marek.golinski@put.poznan.pl<br>tel. +48 61 665 34 03<br>Inżynierii Zarządzania<br>ul. Strzelecka 11 60-965 Poznań             |   | <b>Responsible for subject / lecturer:</b><br>dr inż. Marek Goliński<br>email: marek.golinski@put.poznan.pl<br>tel. +48 61 665 34 03<br>Wydział Inżynierii Zarządzania<br>ul. Strzelecka 11, 60-965 Poznań |
| <b>Prerequisites in terms of knowledge, skills and social competencies:</b>   |   |  |
| 1   | <b>Knowledge</b>  | A student has basic knowledge of marketing and marketing research.   |
| 2   | <b>Skills</b>   | 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   | <b>Social competencies</b>  | A student is able to analyze and effectively use marketing tools affecting the enterprise's actions.   |
| <b>Assumptions and objectives of the course:</b><br>Understanding the importance of new products in creating competitive advantage of enterprise, learning methods and techniques of new products management. |   |  |
| <b>Study outcomes and reference to the educational results for a field of study</b>   |   |  |
| <b>Knowledge:</b>   |   |  |
| 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]  |   |  |
| <b>Skills:</b>  |   |  |
| 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]   |   |  |
| <b>Social competencies:</b>   |   |  |

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 relevant 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. Metody innowacji produktu Rutkowski Ireneusz P., Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2016
4. Zarządzanie produktem, pod red. B. Sojkina, Wyd. PWE, Warszawa, 2003

#### Additional bibliography:

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

### Result of average student's workload

| Activity                        | Time (working hours) |      |
|---------------------------------|----------------------|------|
| 1. Lectures                     | 15                   |      |
| 2. Consultation                 | 13                   |      |
| 3. Preparation to pass lectures | 25                   |      |
| 4. Final pass                   | 2                    |      |
| Student's workload              |                      |      |
| Source of workload              | hours                | ECTS |
| Total workload                  | 55                   | 2    |
| Contact hours                   | 30                   | 2    |
| Practical activities            | 0                    | 0    |