



ÇANKAYA UNIVERSITY

Faculty of Economics and Administrative Sciences

Course Definition Form

Part I. Basic Course Information

Department Name <i>Use capital letters only</i>	MANAGEMENT	Dept. Numeric Code	3 2
Course Code	Dept. Code+Course No M A N 4 4 1	Number of weekly lecture hours	3
		Number of weekly lab/ tutorial hours	-
		Number of Credit Hours	3
Course Web Site <i>Use capital letters only</i>		ECTS Credit	0 5

Course Name

This information will appear in the printed catalogs and on the web online catalog.

English Name *maximum 40 characters*

New Product Development

Abbreviated English Name *maximum 15 characters*

N.P.D.

Turkish Name *maximum 40 characters*

Yeni Ürün Geliştirme

Abbreviated Turkish Name *maximum 15 characters*

Y.Ü.G.

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	<input checked="" type="checkbox"/> Consent of the Instructor		<input type="checkbox"/> Give others, if any.	
	<input type="checkbox"/> Senior Standing		Prior knowledge of management is strongly recommended.	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Course Type <i>Check all that are applicable</i>				
<input type="checkbox"/> Must course for Dept. <input type="checkbox"/> Must course for other dept(s) <input checked="" type="checkbox"/> Elective course for Dept. <input checked="" type="checkbox"/> Elective course for other dept(s)				

Is the new course replacing a former course in the curriculum?			
Former Course's Code	Dept. Code+Course No <div style="border: 1px solid black; width: 100px; height: 20px; margin: 2px;"></div>	Former Course's Name	
Is there any similar course which has content overlap with other courses offered by the university?			<input type="checkbox"/> Yes <input type="checkbox"/> No
Most Similar Course	Dept. Code+Course No <div style="border: 1px solid black; width: 100px; height: 20px; margin: 2px;"></div>	Course Name	

Frequency of Offerings <i>Check all semesters that the course is planned to be offered.</i>	<input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Summer
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First Offering					
Academic Year	<div style="border: 1px solid black; width: 30px; height: 20px; margin: 2px;"></div>	<div style="border: 1px solid black; width: 30px; height: 20px; margin: 2px;"></div>	Semester	<div style="border: 1px solid black; width: 30px; height: 20px; margin: 2px;"></div> Spring <div style="border: 1px solid black; width: 30px; height: 20px; margin: 2px;"></div> Fall	
Maximum Class Size Proposed	30	Student Quota for Other Departments	10	Approximate Number of Students Expected to Take the Course	20

Part II. Detailed Course Information

Justification for the proposal <i>Maximum 80 words</i>

Course Description <i>Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.</i>
New product and services are crucial to success of companies. However, it is also a risky business and a significant percentage of new products fail in the marketplace. The aim of this course to examine successful strategies, processes and methods used to bring a product from idea generation to market launch involving new product development (NPD).

Course Objectives <i>Explain the aims of the course. Maximum 100 words.</i>
The objectives of the course are: <ul style="list-style-type: none"> • To understand the new product development process. • Determine the key drives of new product success • Develop and evaluate new product concepts • Explain the methods used for product and service testing

Learning Outcomes <i>Explain the learning outcomes of the course. Maximum 10 items.</i>
Throughout this course students will learn to: <ol style="list-style-type: none"> 1. Discuss the importance of development of new products for the companies of 21st century from a management perspective 2. Develop understanding of the basic concepts and issues in strategic management of new product development from a marketing perspective 3. Enhance the understanding of how the selected marketing research tools can be applied to assess new product development opportunities. 4. To be able to describe and evaluate the marketing opportunity for a new product in terms of its potential users. 5. Determine and discuss basic reasons for new products failures 6. Describe and evaluate ways of the formation of new product development teams

Course Outline <i>List the topics covered within each week.</i>	
Week	Topic(s)
1	An Introduction to New Product Development Course- Strategic Elements Of New Product Development
2	The New Products Process
3	Strategic Planning for New Products

4	Creativity and The Product Concept
5	Finding and Solving Customers Problems- Analytical Approaches-Perceptual Mapping
6	Finding and Solving Customers Problems- Analytical Approaches-Tradeoff Analysis And Qualitative Techniques
7	The Concept Evaluation System
8	Midterm
9	Concept Testing and Full Screen
10	Sales Forecast and Financial Analysis
11	Design and Development Team Management and Product Use Testing
12	Strategic Launch Planning and Implementation of The Strategic Planning
13	Market Testing and Launch Management
14	Project Presentation

Textbook(s)

List the textbook(s), if any, and other related main course materials.

Author(s)	Title	Publisher	Publication Year	ISBN
Crawford, C. Merle and Anthony DiBenedetto	New Product Development	Irwin/McGraw-Hill	2014	
Trott, P.	Innovation Management and New Product Development	Pearson Education	2016	9781292133423

Reference Books

List the reference books as supplementary materials, if any.

Author(s)	Title	Publisher	Publication Year	ISBN

Teaching Policy

Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

In-Class lectures
Discussion of assigned cases
Group project preparation
Student written and oral presentation

Student are expected to attend all lectures. Attendance and participation to in-class discussions are an integral part of the learning experience of this course.

Laboratory

Give the number of laboratory/studio hours required per week, if any, to do supervised laboratory, and list the names of the laboratories in which these sessions will be conducted.

N/A

Computer Usage

Briefly describe the computer usage and the hardware/software requirements in the course.

N/A

Grading Policy

List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.

Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Midterm	1	25						
Attendance	1	15						

Term Project/ Research Article	1	25						
Final Exam	1	35						

ECTS Workload <i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	14	3	42
Attending Labs/Recitations (<i>weekly basis</i>)	-	-	-
Preparation beforehand and finalizing of notes (<i>weekly basis</i>)	14	1	14
Collection and selection of relevant material (<i>once</i>)	1	2	2
Self study of relevant material (<i>weekly basis</i>)	14	1	14
Homework assignments/Examples	2	6	12
Preparation for Quizzes	-	-	-
Preparation for Midterm Exams (<i>including the duration of the exams</i>)	1	10	10
Preparation of Term Paper/Case Study Report (<i>including oral presentation</i>)	-	-	-
Preparation of Term Project/Field Study Report (<i>including oral presentation</i>)	1	12	15
Preparation for Final Exam (<i>including the duration of the exam</i>)	1	15	15
TOTAL WORKLOAD			TOTAL WORKLOAD / 25
TOTAL WORKLOAD / 30			ECTS Credit
ECTS Credit			5

Program Qualifications vs. Course's Learning Outcomes

Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.

No	Program Qualifications (Specific to each program)	Contribution				
		0	1	2	3	4
1	Acquire detailed knowledge concerning the economic and legal environment in which the business entities operate.		X			
2	Have profound theoretical background knowledge in basic business functions comprising organization and management, accounting, finance, marketing, and production and operations management.			X		
3	Obtain basic and intermediate level knowledge in quantitative techniques and methods that are predominantly used in business and management.				X	
4	Have more specific knowledge in one of the business functions (including the mastery of quantitative approaches) that he/she has chosen to specialize.			X		
5	Be able to apply the professional knowledge necessary to establish and/or run a business, or a department within a business entity.				X	
6	Be able to collect, edit, analyze, and interpret the representative data by applying both qualitative and quantitative methods in order to identify and clearly define the business problems and to develop insight and solutions.					X
7	Be able to adequately communicate upon analyses, findings, inferences, and recommendations with his/her superiors, team members, colleagues, and subordinates both in written and oral form.					X
8	Be thereby qualified to conduct research in business administration and management.				X	
9	Be appropriately trained to fulfill his/her responsibilities in team work both as a leader and an expert.				X	
10	Acquire the necessary skills to communicate effectively with the stakeholders of an organization so that he/she can become capable of analyzing the needs of the stakeholders and based on these analyses developing the objectives of the organization.			X		
11	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.			X		
12	Gain the ability to evaluate the organization that he/she is affiliated with and the ability to assess the knowledge that he/she has acquired in a critical perspective.				X	
13	Be able to use English, which is the medium of instruction in the department, at least in European Language Portfolio B1 General Level.					X
14	Be able to use information technologies applicable to business administration and management at European Computer Usage License Basic Level.		X			
15	Be directed towards the behavioral patterns and responsibilities of a business administrator in terms of quality awareness, occupational safety and health, in-service training, environmental issues, social responsibilities, and social, organizational and business ethics.			X		
16	Be inclined to encourage innovation and continuous improvement within the organization in which he/she takes responsibilities.				X	

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest

Other Relevant Information

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