NAME OF THE COURSE	NEW PRODUCT STRATEGIES					
Code	ECM205	Year of study	3.			
Course teacher	Ana Juras, PhD, Assistant professor Marina Lovrinčević, PhD, Full professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Compulsory	Percentage of application of e-learning	20%			

COURSE DESCRIPTION

Course objectives	The objective of this course is to acquaint students with the concept, process, methods and tools of new product development, and new product strategies.
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 analyse 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.	2
3	Product; Product properties; Case study analysis.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing.	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.	2
5	New product development process.	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via.	2
6	New product development process – idea generating and screening	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing.	2
7	New product development process - concept development	2	Practical assignment: Analysis of examples from practice;	2

	and testing and marketing strategy development		Discussion of results and essays writing.	
8	Test 1			
9	New product development process - business analysis and new product development	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing.	2
10	New product development process - market testing and commercialization	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via.	2
11	New product development strategies - Strategy based on portfolio model	2	Practical assignment: Analysis of examples from practice; Discussion of results and essays writing via.	2
12	New product development strategies - Strategy based on the product life cycle model	2	Presentation of student projects - Strategies and processes of new product development.	2
13	New product development strategies - Strategy based on generic model	2	Presentation of student projects - Strategies and processes of new product development.	2
14	Reasons for success and failure of new products Case study analysis.	2	Presentation of student projects - Strategies and processes of new product development.	2
15	Test 2			

Format of instruction	X lectures X seminars and workshops X exercises ☐ *on line* in entirety X partial e-learning ☐ field work	X independent assignments X multimedia ☐ laboratory ☐ work with mentor ☐ (other)
Student responsibilities	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. Under active participation in classes, it is considered that the student has done 50% of all activities within the class.	

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*						
	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)	
	Written exam		Project	1	(Other)	

Grading and evaluating student work in class and at the final exam	Knowledge (learning outcomes) assessment through: - 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 - preparation of group student project. The course grade structure:

<table>
<tr><td></td><td colspan="3">- 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 15% in the total grade
- preparation of individual seminar essay => share of 15% in the total grade,
- preparation of group student project => share of 30% in the total grade.

The exam is considered passed if the student has:
- 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.

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:
0 - 49% - insufficient (1)
50 - 62% - sufficient (2)
63 - 74% - good (3)
75 - 86% - very good (4)
87 - 100% - excellent (5).</td></tr>
<tr><td rowspan="3">Required literature (available in the library and via other media)</td><td>Title</td><td>Number of copies in the library</td><td>Availability via other media</td></tr>
<tr><td>Authorised lectures and teaching material on the Merlin pages of the course</td><td>0</td><td>Merlin</td></tr>
<tr><td>Kotler, P., Keller, K.L., & Martinović, M. (2014). Upravljanje marketingom, 14. Izdanje. MATE, ZŠEM, Zagreb.

Tidd, J., & Bessant, J. R. (2020). Managing innovation: integrating technological, market and organizational change. John Wiley & Sons.+</td><td>>20</td><td>Google Scholar</td></tr>
<tr><td>Optional literature (at the time of submission of study programme proposal)</td><td colspan="3">1.
2. Trott, P. (2017). Innovation management and new product development. Pearson education.
3. Cooper, R. G. (2019). The drivers of success in new-product development. Industrial Marketing Management, 76, 36-47.
4. Bouncken, R. B., Fredrich, V., Ritala, P., & Kraus, S. (2018). Coopetition in new product development alliances: advantages and tensions for incremental and radical innovation. British Journal of Management, 29(3), 391-410.
5. Obal, M., Morgan, T., & Joseph, G. (2020). Integrating sustainability into new product development: The role of organizational leadership and culture. Journal of Small Business Strategy, 30(1), 43-57.
6. Gao, J., & Bernard, A. (2018). An overview of knowledge sharing in new product development. The International Journal of Advanced Manufacturing Technology, 94(5), 1545-1550.
7. Kiss, A. N., & Barr, P. S. (2017). New product development strategy implementation duration and new venture performance: A contingency-based perspective. Journal of Management, 43(4), 1185-1210.</td></tr>
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Quality assurance methods that ensure the acquisition of exit competences	• Monitoring student's class attendance (teacher) • Class quality supervisions (Vice-Dean for academic and student affairs) • Analysis of student success (Vice-Dean for academic and student affairs) • 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)	