



SYLLABUS

Academic year 2018-2019

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration

2. Information regarding the course

2.1. Name of the course	Researching and developing new products						
2.2. Code	ILE0032						
2.3. Course coordinator	Assoc. prof. dr. Marius BOTA						
2.4. Seminar coordinator	Assoc. prof. dr. Marius BOTA						
2.5. Year of study	3	2.6. Semester	I	2.7. Type of evaluation	C	2.8. Type of course	Optional

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					20
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					12
Tutorship					2
Evaluations					2
Other activities:	Preparing the final exam				10
3.7. Total individual study hours	58				
3.8. Total hours per semester	100				
3.9. Number of ECTS credits	4				

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> Gathering, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment (C1) Providing assistance for running a company/ an organization as a whole (C2)
Transversal competencies	<ul style="list-style-type: none"> Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work (CT1) Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork (CT2) Identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development (CT3)

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> The objective of this course is to introduce students to products research and development and its applications into business science
7.2. Specific objective of the course	<ul style="list-style-type: none"> Analysis of mechanism for research and development of a new product Study issues related to the development of different types of products Learning management and marketing tactics for the new products

8. Content

8.1. Course		Teaching Method	Remarks
1	Product planning process	Oral presentation, multimedia, exemplification	1 lecture
2	Product Concept, characteristics, classification Products mix	Oral presentation, multimedia, exemplification	1 lecture
3	Product Product life cycle (PLC)	Oral presentation, multimedia, exemplification	1 lecture
4	New products development Definition and classification of new products Specific ways to obtain new products The necessity of new products	Oral presentation, multimedia, exemplification	1 lecture
5	New products development	Oral presentation,	1 lecture



	Innovation	multimedia, exemplification	
6	New products development Creativity	Oral presentation, multimedia, exemplification	1 lecture
7	Managing the new products development process	Oral presentation, multimedia, exemplification	1 lecture
8	Ideas research	Oral presentation, multimedia, exemplification	1 lecture
9	Concept development and testing	Oral presentation, multimedia, exemplification	1 lecture
10	Product development and testing	Oral presentation, multimedia, exemplification	1 lecture
11	Product development and testing Product development	Oral presentation, multimedia, exemplification	1 lecture
12	Product launching and commercialization Product testing Test marketing	Oral presentation, multimedia, exemplification	1 lecture
13	Product launching and commercialization	Oral presentation, multimedia, exemplification	1 lecture
14	The evaluation of new product development process	Oral presentation, multimedia, exemplification	1 lecture
Bibliography		<ol style="list-style-type: none"> 1. Cosma, S., Bota, M., <i>Bazele Marketingului</i>, Editura Alma Mater, Cluj-Napoca, 2004, (Catedra de Business); 2. Cooper, R.G., <i>Winning at New Products</i> (Second Edition), Addison Wesley Publishing, 1993, (Catedra de Business); 3. Cooper, R.G., <i>Product Leadership: Creating and Launching Superior New Products</i>, Perseus Books, New York, 1998, (Catedra de Business); 4. Kotler Philip, <i>Managementul marketingului</i>, Editia a III-a, Editura Teora, Bucuresti, 2003, (Catedra de Business); 5. Moore, W.L., Pessemer, E.A., <i>Product planning and management: designing and deliveries value</i>, McGraw-Hill International Editions, Singapore, 1993, (Catedra de Business); 6. Peters, T., <i>The Circle of Innovation</i>, Alfred A. Knoph, New York, 1997, (Catedra de Business). 	

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Requirements for course and seminar activities	Group discussions/ Exemplification	1 seminar (2 hours/week)





2	Illustrated product levels given different areas Model of identify the life cycle stage for a product	Case study	1 seminar (2 hours/week)
3	The necessity of new products / Specific ways to obtain new products Innovation within 3M Company Creativity techniques	Case study	1 seminar (2 hours/week)
4	Analysis of different process types to develop the new products - examples	Case study	1 seminar (2 hours/week)
5	Ideas research Concept testing	Case study	1 seminar (2 hours/week)
6	Product realization Product testing The analysis of launching a product on the market	Case study	1 seminar (2 hours/week)
7	Colocviu	Group discussions/ Exemplification	1 seminar (2 hours/week)
Bibliography		<ol style="list-style-type: none"> 1. Cosma, S., Bota, M., <i>Bazele Marketingului</i>, Editura Alma Mater, Cluj-Napoca, 2004, (Catedra de Business); 2. Cooper, R.G., <i>Winning at New Products</i> (Second Edition), Addison Wesley Publishing, 1993, (Catedra de Business); 3. Cooper, R.G., <i>Product Leadership: Creating and Launching Superior New Products</i>, Perseus Books, New York, 1998, (Catedra de Business). 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

Course content is consistent with what is done in other universities at home and abroad.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the final grade (%)
10.1. Course	<ul style="list-style-type: none"> • Logical application of the learned concepts • Explain the results logically and correctly 	Final exam	60%
10.2. Seminar	<ul style="list-style-type: none"> • Ability to analyze some learned concepts 	Project presentation (team)	40%
10.6. Minimum performance standards			
<ul style="list-style-type: none"> • Analyze research and development the mechanism for of a new product 			

Date

Course coordinator

Seminar coordinator





UNIVERSITATEA
BABEȘ-BOLYAI

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

Assoc. prof. dr. Marius BOTA

Assoc. prof. dr. Marius BOTA

Date of approval

Head of department



SGROUP
EUROPEAN
UNIVERSITIES'
NETWORK



EUA
European University Association

AACSB
INTERNATIONAL



network of international
business schools

Str. Horea nr. 7
Cluj-Napoca, RO-400174
Tel: 0264-599170
tbs@tbs.ubbcluj.ro
www.tbs.ubbcluj.ro

