



# SYLLABUS

Academic year 2022-2023

## 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	Conf. dr. Cristina FLEŞERIU						
2.4. Seminar coordinator	Drd. Anghel COZMA						
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					8
Additional documentation (in libraries, on electronic platforms, field documentation)					8
Preparation for seminars/labs, homework, papers, portfolios and essays					7
Tutorship					2
Evaluations					2
Other activities: Preparing the final exam					6
3.7. Total individual study hours					33
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

## 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

## 5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
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5.2. for the seminar /lab activities	Classroom equipped with projector, computer
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## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>C1.2. Explanation and interpretation of the relationship of economic influence exerted by the external environment on the enterprise/organization</li> <li>C2.4. Critical-constructive evaluation of the explanation and / or solution of a problem regarding the operation of the enterprise / organization</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>CT2 Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</li> </ul>

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

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

## 8. Content

8.1. Course		Teaching Method	Remarks
1	Discipline presentation and the requirements for the students, Product planning process	Oral presentation, multimedia, exemplification	1 lecture
2	Product part 1 (concept, characteristics, classification, products mix)	Oral presentation, multimedia, exemplification	1 lecture
3	Product part 2 (product life cycle)	Oral presentation, multimedia, exemplification	1 lecture
4	New products development (definition and classification of new products, specific ways to obtain new products, necessity of new products)	Oral presentation, multimedia, exemplification	1 lecture
5	New products development (innovation)	Oral presentation, multimedia, exemplification	1 lecture
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 part 1	Oral presentation, multimedia, exemplification	1 lecture
11	Product development part 2 and testing and 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 and the evaluation of new product development process	Oral presentation, multimedia, exemplification	1 lecture
14	Exam	Written exam	
Bibliography		<ol style="list-style-type: none"> <li>1. Cosma, S., Bota, M., <i>Bazele Marketingului</i>, Editura Alma Mater, Cluj-Napoca, 2004, (Catedra de Business);</li> <li>2. Cooper, R.G., <i>Winning at New Products</i> (Second Edition), Addison Wesley Publishing, 1993, (Catedra de Business);</li> <li>3. Cooper, R.G., <i>Product Leadership: Creating and Launching Superior New Products</i>, Perseus Books, New York, 1998, (Catedra de Business);</li> <li>4. Kotler, Ph., Armstrong, G., <i>Principles of marketing</i>, Seventeenth edition, Pearson, London, 2017;</li> <li>5. Kotler Ph., Keller K.L., <i>Marketing management</i>, 15-th edition, Pearson, London, 2015;</li> <li>6. Moore, W.L., Pessemier, E.A., <i>Product planning and management: designing and deliveries value</i>, McGraw-Hill International Editions, Singapore, 1993, (Catedra de Business);</li> <li>7. Peters, T., <i>The Circle of Innovation</i>, Alfred A. Knoph, New York, 1997, (Catedra de Business);</li> <li>8. Trott P., <i>Innovation management and new product development</i>, Sixth Edition, Pearson, London, 2017;</li> <li>9. Ulrich K.T., Eppinger S.D., <i>Product Design and Development</i>, Fifth edition, McGraw-Hill Companies, New York, 2012, (bibliotică).</li> </ol>	

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Requirements for the seminar activities	Oral presentation, multimedia, exemplification	1 seminar
2	Crowdfunding and crowdsourcing platforms	Practical applications, group discussions	1 seminar
3	Brainstorming: new product creation & innovation	Group discussions	1 seminar
4	Screening ideas and deciding the product to be created	Group discussions	1 seminar
5	Concept development and testing	Group discussions	1 seminar
6	Product development and commercializing	Group discussions	1 seminar
7	Project presentation	Oral presentation	1 seminar



Bibliography	<ol style="list-style-type: none"> <li>1. Kotler, Ph., Armstrong, G., <i>Principles of marketing</i>, Seventeenth edition, Pearson, London, 2017;</li> <li>2. Kotler Ph., Keller K.L., <i>Marketing management</i>, 15-th edition, Pearson, London, 2015;</li> <li>3. Trott P., <i>Innovation management and new product development</i>, Sixth Edition, Pearson, London, 2017;</li> <li>4. Ulrich K.T., Eppinger S.D., <i>Product Design and Development</i>, Fifth edition, McGraw-Hill Companies, New York, 2012, (bibliotică).</li> </ol>
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**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 (%)
10.4 Course	<ul style="list-style-type: none"> <li>• Logical application of the learned concepts</li> <li>• Explain the results logically and correctly</li> </ul>	Final exam (during the course in the week no. 14 and in the weekend of the week no. 14)	50%
10.5 Seminar	<ul style="list-style-type: none"> <li>• Ability to analyze some learned concepts</li> </ul>	Project presentation (team) (week no. 13/14)	50%
10.6 For the reexamination period the score obtained at seminar remains unchanged.			
10.7 Minimum performance standards			
<ul style="list-style-type: none"> <li>• Analyze research and development the mechanism for of a new product</li> </ul>			

**Date**

**Course coordinator**

**Seminar coordinator**

Conf. dr. Cristina FLEȘERIU

Drd. Anghel COZMA

**Date of approval**

**Head of department**

Conf. dr. Oana GICĂ