



COURSE DESCRIPTION
Researching and developing new products
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Researching and developing new products			Codul disciplinei	ILE0032
2.2. Course coordinator	Conf. dr. Cristina FLEȘERIU				
2.3. Seminar coordinator	Conf. dr. Cristina FLEȘERIU				
2.4. Year of study	3	2.5. Semester	I	2.6. Type of assessment	Viva voce
2.7. Course status	Optional			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					8
Additional research in the library, on subject-specific electronic platforms, and on-site					8
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					7
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				33	
3.8. Total hours per semester				75	
3.9. Number of credits				3	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with projector, computer
5.2. seminar/laboratory-related	Classroom equipped with projector, computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Gathering, processing and analysing data regarding the interaction between a company/an organisation and the external environment
PC2	Providing assistance for running a company/an organisation as a whole
Transversal competencies	
Competency code	Competency
TC2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC2 TC2	The graduate has knowledge of micro- and macro-marketing elements.	The graduate demonstrates having the ability to identify and analyse the elements of the micro- and macro-marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate explains the concepts, principles and stages involved in the new product development process, from idea generation to market commercialization.
2. The graduate describes the role of innovation, creativity and market research in identifying and developing successful new products.
3. The graduate analyses the factors influencing product planning decisions, including product characteristics, product mix and product life cycle considerations.
4. The graduate understands the methods and techniques used for concept development, product testing, test marketing and evaluation of new product performance.
Specific academic skills
1. The graduate applies product development frameworks and marketing concepts to design and evaluate new product ideas in different business contexts.
2. The graduate conducts and interprets market and consumer research to support decision-making throughout the product development process.
3. The graduate develops and assesses product concepts using idea screening, concept testing and product evaluation techniques.
4. The graduate collaborates effectively in multidisciplinary teams to propose, present and justify innovative product development solutions.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Discipline presentation and the requirements for the students, Product planning process	Oral presentation, multimedia, exemplification	1 lecture
Product part 1 (concept, characteristics, classification, products mix)	Oral presentation, multimedia, exemplification	1 lecture
Product part 2 (product life cycle)	Oral presentation, multimedia, exemplification	1 lecture
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
New products development (innovation)	Oral presentation, multimedia, exemplification	1 lecture
New products development (creativity)	Oral presentation, multimedia, exemplification	1 lecture
Managing the new products development process	Oral presentation, multimedia, exemplification	1 lecture
Ideas research	Oral presentation, multimedia, exemplification	1 lecture
Concept development and testing	Oral presentation, multimedia, exemplification	1 lecture
Product development and testing part 1	Oral presentation, multimedia, exemplification	1 lecture
Product development part 2 and testing and product development	Oral presentation, multimedia, exemplification	1 lecture
Product launching and commercialization (product testing, test marketing)	Oral presentation, multimedia, exemplification	1 lecture
Product launching and commercialization and the evaluation of new product development process	Oral presentation, multimedia, exemplification	1 lecture
Review lecture	Oral presentation, exemplification	1 lecture
Bibliography		
1. Kotler, Ph. & Armstrong, G. (2017), Principles of marketing, Seventeenth edition, Pearson, London. 2. Kotler Ph. & Keller K.L. (2015), Marketing management, 15-th edition, Pearson, London. 3. Trott P. (2017), Innovation management and new product development, Sixth Edition, Pearson, London. 4. Ulrich K.T. & Eppinger S.D. (2012), Product Design and Development, Fifth edition, McGraw-Hill Companies, New York, (bibliotică).		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Requirements for the seminar activities	Oral presentation, multimedia, exemplification	1 seminar
Crowdfunding and crowdsourcing platforms	Practical applications, group discussions	1 seminar
Brainstorming: new product creation & innovation	Group discussions	1 seminar
Screening ideas and deciding the product to be created	Group discussions	1 seminar
Concept development and testing	Group discussions	1 seminar
Product development and commercializing	Group discussions	1 seminar
Project presentation	Oral presentation	1 seminar
Bibliography		
1. Kotler, Ph. & Armstrong, G. (2017), Principles of marketing, Seventeenth edition, Pearson, London. 2. Kotler Ph. & Keller K.L. (2015), Marketing management, 15-th edition, Pearson, London.		

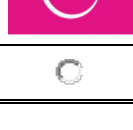
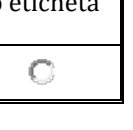
3. Trott P. (2017), Innovation management and new product development, Sixth Edition, Pearson, London.
4. Ulrich K.T. & Eppinger S.D. (2012), Product Design and Development, Fifth edition, McGraw-Hill Companies, New York, (bibliotică).

9. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	• Logical application of the learned concepts • Explain the results logically and correctly	Final exam (during the course in the week no. 14 and in the weekend of the week no. 14)	50%
9.5. Seminar/ laboratory	• Ability to analyze some learned concepts • Ability to work in teams	Project presentation (team) (week no. 13/14)	50%
9.6 Minimum standard for passing			
• Analyze research and development the mechanism for of a new product			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.26

Signature of course coordinator

Conf. univ. Dr. Cristina Fleșeriu

Signature of seminar coordinator

Conf. univ. Dr. Cristina Fleșeriu

Date of approval in the department:

27.05.26

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."