

SYLLABI

Basic data of the subject			
Academic unit	Faculty of Management		
Subject	Management and development of new products and services in the enterprise		
Level	Bachelor		
Course status	Elective,		
Year of studies	III		
Semester	V		
Number of hours per week	3		
Value of credits - ECTS	4		
Time/ Location	USHAF		
Course lecturer	Prof. Ass. Dr. Gazmend Deda		
Contact details	Gazmend.Deda@ushaf.net		
Course description	This course aims to identify customer needs and market research, the impact of marketing on new product development, Generating concepts, Market needs for innovative approaches to products, Globalization as a determinant of product development, Product design cycle, Technology and Market Evaluation, Introduction to Industrial Design and Human Factors, Production Cost Estimation, Introduction to Business Plans.		
Course objectives	Students to get acquainted with the way of developing a current product and managing the development of a new product, with the rationale of developing current and new products in the enterprise and with the way of managing them, with the types of products that can be qualified as new products, with the management of the development stages of a new product, with the sources of ideas for the development of a product, to know about the eventual cost and profit if they invest in the development of the current or new product.		
Expected learning outcomes	<p>Upon successful completion of the course, the student must:</p> <ul style="list-style-type: none"> • Understand and recognize the steps for new product development, • Gain basic skills for how to manage product development, • Competent and active participant in the supervisory team of new product development in the enterprise, • Carry out an analysis on the needs and time to start drafting a product development plan in the enterprise, • Identify the appropriate time to start modifying the current product to improve its properties, • Interpret market analysis regarding new product needs, • • Listed the criteria for initiating the procedure for the new product, 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total
Lectures	2	15	30

Theoretical exercises / laboratory	1	15	15
Internship			
Contacts with teacher / consultations			
Field exercises			
Midterm, seminars and projects.	2	2	4
Homework			
Studying (at the library or at home)			35
Final preparation for the exam	1	5	5
Time spent on evaluation (tests, quiz and final exam)	3	2	6
Projects and presentations	1	5	5
Total			100
Teaching methodology			
	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a problem presented, presentation in groups by students and role play, practical lessons for subject and commitment for the student to present the knowledge gained during the lecture.		
Assessment methods			
	Within the semester period, a colloquium is organized, two written tests with 35 points each, or the student has the right to take only the final exam which has 70 points (written / oral test), the test contains open, closed and alternative questions, The student passes the exam if he / she accumulates 50 points from all the evaluation criteria, ➤ 20 points - Engagement and attendance at lectures, ➤ 10 points - Seminar Paper (study) / Study Cases / Project researcher, ➤ 70 points - from two Written Tests or Final Exam,		
Teaching tools			
	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
Theory vs. practice ratio			
	65% Theory 35% Practice work with case studies Seminar paper, case studies, essays or research project		
Literature			
Basic literature	1. Philip Kotler&Gary Armstrong „Parimet e marketingut” botimi i 13-të, Tiranë 2013,		
Additional literature	1.Philip Kotler and Kevin Lane Keller – “Menaxhimi i Marketingut” – Londër 2008, edicioni i tetë, 2.Besim Beqaj, PhD: “Menaxhimi i zhvillimit të produkteve të reja”, Prishtinë 2008,		
Designed learning plan			
Week	Lecture		
Week one	Presentation - introducing students to the syllabus of the course, Introduction - product and perception,		
Week two	Identify customer needs and market research,		

Week three	The role of marketing in the development of new products, Discussion with students to share ideas for seminar - scientific papers, Case study, Essay or research project,
Week four	Generating concepts,
Week five	Market needs for innovative approaches to products, Discussion with students to share ideas for seminar - scientific papers, Case study, Essay or Research project,
Week six	Globalization as a determinant of product development, The first test,
Week seven	Product life cycle, Discussion with students to share ideas for seminar - scientific papers, Case study, Essay or Research project,
Week eight	Product design,
Week nine	Technology and market valuation as determined by the product,
Week ten	Introduction to industrial design and human factors,
Week eleven	Evaluation of production costs, Discussion with students and presentation of seminar - scientific papers, Case study, Essays, etc.
Week twelve	Importance of the product for the consumer,
Week thirteen	Trademark as product specific, Discussion with students and presentation of seminar - scientific papers, Case study, Essays etc.
Week fourteen	Product classification Discussion with students and presentation of seminar - scientific papers, Case study, Essays etc.
Week fifteen	Product - reasons for its failure in the market, Second Test,
Academic policies and rules of conduct	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	