Syllabusi

Basic data of the subject	
Academic unit:	**Faculty of Management**
Program:	**Business Management and Entrepreneurship**
Course title:	**Management and Development of New Products and Services in Enterprises**
Level:	**Bachelor**
Subject status:	**Elective**
Year of studies:	**III**
Semester:	**V**
Number of hours per week:	**3**
Credit value – ECTS:	**4**
Time / location:	**UASF**
Subject professor:	
Contact details:	
Course Description	This course aims to identify customer needs and conduct market research, examine the impact of marketing on new product development, generate concepts, understand market requirements for innovative approaches to products, analyze globalization as a determinant of product development, study the product design cycle, technology, and market evaluation, introduce industrial design and human factors, assess production costs, and provide an introduction to business planning.
Purpose of the course	Students will be introduced to the process of developing an existing product and managing the development of a new product, including the rationale for developing current and new products within an enterprise and the methods for managing them. They will learn about the types of products that can be classified as new products, the management of the stages of new product development, the sources of ideas for product development, and understand the potential costs and profits if they invest in the development of an existing or new product.
Expected learning outcomes	Upon successful completion of the course, the student should be able to: 1. Understand and recognize the steps for developing a new product **(ECTS: 1)** 2. Acquire basic skills in managing the product development process **(ECTS: 1)** 3. Be competent and an active participant in the supervisory team for new product development within an enterprise **(ECTS: 0.5)** 4. Conduct an analysis of the needs and timing for initiating the design of a product development plan in the enterprise **(ECTS: 0.5)** 5. Apply artificial intelligence in the process of creating and testing prototypes of new products, thereby increasing efficiency and reducing development costs

	(ECTS: 0.5) 6. Analyze market data using artificial intelligence tools to identify consumer trends and determine the potential of new products **(ECTS: 0.5)**

Contribution to the student workload (which should correspond to the student's learning outcomes)			
Activity	**Hours**	**Days/week**	**Total**
Lectures	2	15	30
Theoretical exercises/tasks	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	1	5	5
Preparation for project assignments			
Course project - Test (planning + implementation)	2	2	4
Homework	1	5	5
Student's own study time (in the library or at home)			20
Final exam preparation	1	5	5
Time spent on assessment (tests, final exam)	2	3	6
Projects, presentations, etc.	1	5	5
Total			**100**

Teaching methodology and learning methodology	The lecture will be organized following the student in the center, the teaching will be developed through lectures, exercises, practical examples, individual and group interpretations, seminar work, periodic evaluations, etc. All this will be realized in the theoretical and practical aspect by presenting the materials in audio-visual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and student works, the students' opinion will be heard about the literature that will be used, about the way of organizing the lecture which will be interactive in relation to the taught topics, orientation in the elaboration of material will be discussed in the group - practical visit, presentation of students for case studies, seminar papers or research.
Assessment methods and passing criteria	**The Assessment method** – is based on three activities – on which the final grade will be built (there may be more activities decided by the course professor): • Activity and Engagement in the lesson.....**max 20 points (%),** • Presentation of the project/seminar paper…...**max 10 points (%),** • Final exam (or two tests).....**max 70 points (%),** **Passing criteria** related to the activities foreseen by the assessment method: **1. Activity and Engagement in Learning – is assessed with 20 points (%) out of 100 points (%) possible:** • Activity in the lesson (**10 points (%)**) - means that the student is

active and involved in interactive discussions between professors and students, students and students, opening up new topics that are related to the subject, providing ideas, opinions, critical thoughts with the aim of stimulating debate during lectures.

- Engagement (**10 points (%))** - means that the student completes and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture.

Goal: Encouraging critical thinking and creative solution of real situations related to the problems posed - related to teaching and learning in the subject module.

2. **Drafting and presenting a project/seminar paper - is assessed with 10 points out of 100 points (%) possible,**

Within the semester, the student (can be a group of students – no more than 3 students) must prepare a project/seminar paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The presentation will last a maximum of 15 minutes.

The topic of the paper can be proposed by the professor or by the student – the topic proposed by the student must be approved by the professor, and it must be fully correlated with the course.

The paper is presented to the group and evaluated based on the quality of content, analysis, creativity and ability to present it clearly.

Project/seminar paper evaluation criteria	
Component	**Points (%)**
Structure and Purpose of the paper	**2**
Content/explanation of the paper	**4**
Conclusions drawn and presentation of the paper	**4**
Total:	**10**

Goal: development of research, analytical and scientific skills, through addressing a specific topic independently and academically - related to teaching and learning in the subject module.

3. **The final exam test is evaluated with 70 points (%) out of 100 points (%) possible,**

Within the semester, two Tests (2 x 35 points (%)) are scheduled to be held for students actively engaged in lectures, the first test in the 7th or 8th week and the second test at the end of lectures, the student passes the test if he has at least 18 points (%), since the student is assessed as having passed the first test, then the student can take the second test, the student has the right to take directly the final exam - oral or written. The student will be subject to the final exam test, after the completion of the course lectures and on the exam deadlines determined by the University Senate.

The purpose of the exam is to assess the knowledge, skills, abilities and competencies of the student, related to the learning outcomes foreseen in the material of the lectured course.

The exam test (question form) must be completed individually by the student and the same is evaluated according to the criteria and contains:

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objective multiple-choice questions, these will be used to assess the student's ability to recall and recognize concepts and course material.....30 points (%),
subjective questions of the type of topic for explanation/written answer/tasks - for which the student himself must be able to provide answers related to the material of the lectured course, the same answers will be used to assess the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis/evaluation of the problem.....40 points (%),

Purpose of the test: to assess the acquisition of learning outcomes and the ability to apply them in practical situations.

The student passes the exam if he/she collects 50 points (%) from all activities foreseen by the assessment method,

Grades at UASF:
<table>
<tr><th>Grade</th><th>ECTS/Grade</th><th>Points/Percent (%)</th><th>The definition</th></tr>
<tr><td>10</td><td>A</td><td>90 - 100</td><td>Excellent</td></tr>
<tr><td>9</td><td>B</td><td>80 - 89</td><td>Excellent</td></tr>
<tr><td>8</td><td>C</td><td>70 - 79</td><td>Very good</td></tr>
<tr><td>7</td><td>D</td><td>60 - 69</td><td>Good</td></tr>
<tr><td>6</td><td>E</td><td>50 - 59</td><td>Sufficient</td></tr>
<tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr>
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<tr><td></td><td></td></tr>
<tr><td>Concretization tools – IT</td><td>Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.</td></tr>
<tr><td></td><td></td></tr>
<tr><td>The ratio between the theoretical and practical part of the study</td><td>
70% - Theory,
30% - Theoretical exercises/tasks,
This report aims to analyze the connection between the theoretical knowledge acquired during the lectures provided in the course module and the implementation of practical exercises (practical visits, exercises with students, student quizzes in class, etc.)
Of the total 100 hours planned for the course, the division is made according to the ratio of 70% with a focus on theory and 30% on practice.

70 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module.
30 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects.

Distribution of 4 ECTS

3 ECTS (70%) are dedicated to the theoretical part;
1 ECTS (30%) are dedicated to the theoretical exercises/tasks;

This division reflects the balance between acquiring basic concepts and applying them through practical activities.
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<tr><td></td><td></td></tr>
<tr><td colspan="2">Literature</td></tr>
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Basic literature:	1. Philip Kotler & Gary Armstrong, Principles of Marketing, 13th edition, Tirana, 2013
Additional literature:	1. Philip Kotler and Kevin Lane Keller, Marketing Management, 8th edition, London, 2008 2. Besim Beqaj, PhD, Management of New Product Development, Prishtina, 2008 3. Trott, P. (2021), Innovation Management and New Product Development, Pearson
Designed lesson plan:	
Week	**The lecture that will be held**
First week	**Presentation – informing students of the course syllabus,** Presentation – Introducing students to the course syllabus Introduction – Product and Perception
Second week	**Identifying Customer Needs and Market Research** The role of traditional methods such as surveys, interviews, and focus groups will be emphasized, as well as the use of modern tools like digital data analysis and artificial intelligence to uncover hidden trends. In this context, students will learn how the results of market research are transformed into concrete ideas for new products and services that better meet customer demands. Expected Outcomes: 2, 3
Third week	**The Role of Marketing in New Product Development** The main subtopics include the importance of market research during the ideation phase, the use of marketing strategies for testing and positioning the new product, as well as the connection of communication with consumers throughout the product development cycle. Special emphasis will be placed on the role of digital marketing and artificial intelligence tools for personalization and predicting customer behavior. Expected Outcome: 3
Fourth week	**Concept Generation** The importance of traditional methods such as brainstorming, morphological analysis, and the SCAMPER technique will be discussed, as well as the use of modern tools like artificial intelligence for generating innovative ideas. Students will understand how an initial idea can be developed into a structured concept that serves as a basis for prototyping and market testing. Expected Outcome: 5
Fifth week	**Market Needs for an Innovative Approach to Products** The importance of innovation as a response to market demands will be emphasized, including product personalization, the use of digital technologies, and the integration of artificial intelligence to predict trends and enhance the customer experience. Students will learn how an innovative approach enables enterprises to survive and create a long-term competitive advantage.
Sixth week	**Globalization as a Determinant of Product Development**

	The importance of adapting products for different markets, standardization and differentiation at the global level, as well as the use of digital technologies and artificial intelligence to better understand global trends, will be emphasized. Students will understand that globalization is not only a challenge but also an opportunity to generate innovative products with broad market potential. Expected Outcomes: 4, 3
Seventh week	**Product Life Cycle (Test 1)** The importance of strategic management at each stage will be discussed, including decision-making regarding marketing, pricing, promotion, and possible innovations to extend the product life cycle. Students will learn how life cycle analysis helps enterprises forecast demand, optimize resources, and plan strategies for developing new products or modifying existing ones. Expected Outcomes: 1, 2
Eighth week	**Product Design** Factors influencing design – consumer needs, market, cost, functionality, and aesthetics. Use of technology and modern tools (e.g., artificial intelligence, design software). Practical examples – cases from the market or companies that have succeeded through distinctive product design. Expected Outcome: 6.1rtificial Intelligence and Pricing,
Ninth week	**Artificial Intelligence in the New Product Development Process** The role of AI in generating new ideas for products/services. Use of big data analysis to identify consumer needs. AI algorithms for virtual product testing (simulations, digital prototyping). Practical examples: companies using AI for design and innovation (e.g., Tesla, Procter & Gamble, Nike). Expected Outcome: 6.7
Tenth week	**Artificial Intelligence in the Management and Marketing of New Products** Use of AI in predicting consumer behavior and market segmentation. Chatbots and personalized services as part of new service development. Automation of product management: optimization of pricing, inventory, and supply chain. Case study: Amazon and Netflix (AI for recommendations and development of personalized services). Expected Outcome: 6.7
Eleventh week	**Production Cost Evaluation** The process of identifying, measuring, and analyzing all costs associated with producing a new or modified product will be covered. Subtopics may include: fixed and variable costs, unit cost calculation, break-even analysis, and the impact of costs on pricing and market strategy decisions. Students will learn how effective cost management helps increase profitability, optimize resources, and make strategic decisions for new product development. Expected Outcomes: 1, 2
Twelfth week	**The Importance of the Product for the Consumer**

	The dimensions of customer value will be discussed, such as functionality, quality, design, price, and user experience. Students will learn that understanding customer value is essential for developing new products that meet market demands and create a competitive advantage for the enterprise. Expected Outcomes: 1, 2,5
Thirteenth week	**Brand as a Product-Specific Feature** The role of the brand in differentiating products in the market and building customer loyalty will be covered. Subtopics may include: the importance of visual identity and brand name, the brand's impact on perceived quality and product value, strategies for building and managing a brand, and the connection of the brand with digital marketing and modern communication channels. Students will understand that a strong brand helps a product stand out from competitors and increases market success. Expected Outcome: 4.7
Fourteenth week	**The Product – Reasons for Its Failure in the Market** Subtopics may include: lack of market research, poor alignment with consumer needs, non-competitive pricing, weak marketing, unclear quality, or distribution shortcomings. Students will learn to identify warning signs of failure, analyze real cases, and propose preventive strategies to increase the success of new products in the market. Expected Outcome: 6
Fifteenth week	**Retail, Wholesale,** Product Classification (Test 2) Discussion with students and presentation of seminar-scientific papers, case studies, and essays. The second Test is foreseen to be organized, Expected Outcomes: 1, 2, 4
Academic policies and rules of conduct	
The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to verify his/her work. This can be done through: repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.	