

Add. 3		Course program for the first, second and third degree of studies				
1.	Course title	New Product Development				
2.	Code	286				
3.	Study group(s)	Industrial Design (IND)				
4.	The organizer of the study program (unit, institute, department)	Faculty of Mechanical Engineering - Skopje, Ss. Cyril and Methodius University in Skopje				
5.	Level (first, second, third)	First				
6.	Academic year / semester	3/V	7.	ECTS credits	6	
8.	Instructor	Prof. Dr. Tatjana Kandikjan				
9.	Prerequisites	1. Design Process 2. Industrial Design				
10.	Course objectives (competences): Study of the main steps to develop successful new products that provide value to the customers. Case studies.					
11.	Course content: Social, economic and technology factors. Product positioning. Recognizing opportunities. Integration of style, technology and market requirements. Product value. Brand/product strategy. Product identity. Scenario development. Development strategy. Goals. Problems in the process of new product development. Technology strategy. Product/market strategy. Management of projects. Post-project learning. Case studies of the development of successful new products/services.					
12.	Study methods: interactive lectures, auditory practice and/or laboratory practice, self running and/or team work projects, self learning					
13.	Total hours	180 hours				
14.	Hours allocation per activity:	28+28+70+24+30=180				
15.	Lectures/Lab	15.1.	Teaching lectures	28 hours		
		15.2.	Practice, seminars, team work	28 hours		
16.	Project Work/Assignments	16.1.	Project assignments	70 hours		
		16.2.	Selfrunning assignments	24 hours		
		16.3.	Home studying	30 hours		
17.	Points/Marks:					
	17.1.	Tests	70 points			
	17.2.	Projects	30 points			
	17.3.	Attendance	0 points			
18.	Grading scale	Under 50			5 (five) (F)	
		51 - 60 points			6 (six) (E)	
		61 - 70 points			7 (seven) (D)	
		71 - 80 points			8 (eight) (C)	
		81 - 90 points			9 (nine) (B)	
		91 - 100 points			10 (ten) (A)	
19.	Prerequisites for taking the final exam	All project assignments completed and at least 15 points from projects earned.				
20.	Language of Instruction	Macedonian				
21.	Course evaluation	Student questionnaire				
22.	Textbooks					
	22.1.	Instruction materials				
		No.	Author	Title	Publisher	Year

		1.	V. Dukovski	Management of New Product Development	University "Ss. Cyril and Methodius", Skopje	2001
		2.	T. Kandikjan	New Product Development	Lecture notes	2011
		3.				
		Supplemental Instruction Materials				
	22.2.	No.	Author	Title	Publisher	Year
		1.	J.Cagan, C. Vogel	Creating Breakthrough Products: Innovation from Product Planning to Program Approval	FT Press	2001
		2.	K. Ulrich, S. Eppinger	Product Design and Development	McGraw-Hill/Irwin	2011
		3.	A.Belz	The McGraw-Hill 36-Hour Course Product Development	McGraw-Hill	2010