

COURSE GUIDE – short form

Academic year 2014 - 2015

Course name ¹	Management and Marketing of the Innovation					Course code	MCMPA.DI. DA.206		
Course type ²	DA	Category ³	DI	Year of study	II	Semester	3	Number of credit points	3

Faculty	Mechanical Engineering	Number of teaching and learning hours ⁴						
Field	Automotive Engineering	Total	L	T	LB	P	IS	
Specialization	Concept and Management of Automotive Design	66	14	-	14	-	38	

Pre-requisites from the curriculum ⁵	Compulsory	-
	Recommended	-

General objective ⁶	The course aims to equip students with an understanding of the main issues in the management of innovation in a dynamic market.
Specific objectives ⁷	<ul style="list-style-type: none"> - understand the definitions and concepts of innovation, invention and research-development; - know the types of innovation; - explore the main models of innovation process; - acquire skills to develop and formulate strategy to create competitive advantage in an aggressive competitive environment.
Course description ⁸	Invention, innovation, technology; creating unique selling point through innovation; business strategy based on innovation; strategic marketing and operational marketing; identifying needs and defining the reference market; market segmentation; marketing mix; marketing plan.

Assessment			Schedule ⁹	Percentage of the final grade (minimum grade) ¹⁰
Continuous assessment	Class tests along the semester		Week 7 Week 14	20 %
	Activity during laboratory works		Weeks 1-14	20 %
	Assignments		Week 14	20 %
Final assessment	Final assessment form ¹¹	E	Exam period	40 %
	Examination procedures and conditions: - test with 5 questions, percentage of the final grade – 20 % - research report; percentage of the final grade – 20 %			

Course organizer	Assoc. Prof. Panaite Carmen Ema	
Teaching assistants	Assoc. Prof. Panaite Carmen Ema	

¹Course name from the curriculum

²DF – fundamental, DID – in the field, DS – specialty, DC – complementary (from the curriculum)

³DI – imposed, DO –optional, DL – facultative (from the curriculum)

⁴Points 3.8, 3.5, 3.6a,b,c, 3.7 from the Course guide – extended form (L-lecture, T-tutorial, LB-laboratory works, P-project, IS-individual study)

⁵ According to 4.1 – Pre-requisites - from the Course guide – extended form

⁶ According to 7.1 from the Course guide – extended form

⁷ According to 7.2 from the Course guide – extended form

⁸ Short description of the course, according to point 8 from the Course guide – extended form

⁹ For continuous assessment: weeks 1 – 14, for final assessment – colloquium: week 14, for final assessment-exam: exam period

¹⁰ A minimum grade might be imposed for some assessment stages

¹¹ Exam or colloquium