

COURSE GUIDE – short form

Academic year 2014 - 2015

Course name ¹	Creating Innovative Products and Services					Course code	MCPA.DI. DA.201		
Course type ²	DA	Category ³	DI	Year of study	II	Semester	3	Number of credit points	5

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	96	28	-	-	14	52	

Pre-requisites from the curriculum ⁵	Compulsory	
	Recommended	

General objective ⁶	Understanding the business idea/concept by involving in a scenario of a start-up company that is based on an innovative product or service.
Specific objectives ⁷	<ul style="list-style-type: none"> - learn and practice creativity techniques; - learn what are the technical and business skills required to develop an innovative project; - know the marketplace concept and marketplace analysis; - acquire knowledge and skills in writing a Business Plan and an Executive Summary; - know the legislation on setting up a new company; - understand the cost structure; - acquire skills to draft financial documents (initial financing plan, balance sheet).
Course description ⁸	The detection of potential business opportunities; creativity techniques; technical and business skills required to develop an innovative project; marketplace analysis; marketing plan; legislation on setting up a new company; cost structure; initial financing plan; break-even analysis.

Assessment			Schedule ⁹	Percentage of the final grade (minimum grade) ¹⁰
Continuous assessment	Class tests along the semester		Week 7	10 %
	Activity during project		Weeks 1-14	30 %
	Assignments		Week 7 Week 13	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

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

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

⁴ Points 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