COURSE OUTLINE

(1) GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>School of the Environment</th>
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</thead>
<tbody>
<tr>
<td>ACADEMIC UNIT</td>
<td>Department of Food Science and Nutrition</td>
</tr>
<tr>
<td>LEVEL OF STUDIES</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>COURSE CODE</td>
<td>3150</td>
</tr>
<tr>
<td>SEMESTER</td>
<td>7th</td>
</tr>
<tr>
<td>COURSE TITLE</td>
<td>Management of Innovation and New Product Development</td>
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**INDEPENDENT TEACHING ACTIVITIES**

<table>
<thead>
<tr>
<th>WEEKLY TEACHING HOURS</th>
<th>CREDITS</th>
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<tbody>
<tr>
<td>3</td>
<td>4 (ECTS)</td>
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</tbody>
</table>

*If credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits.*

**COURSE TYPE**

General background, special background, specialised general knowledge, skills development

This course is designed to provide a comprehensive coverage of innovation management and new product development. Emphasis will be placed on both theory and implementation of innovation management. The course structure will support students to gain the knowledge and skills they need for innovation management and new product development. Within this context, each module includes a case study suitable for class discussion. The cases are short enough to serve as illustrations, but have sufficient content to serve as the basis of the module. Upon successful completion of the course, students will be able to:

- Critically discuss and analyze the concepts of new product development and innovation
- Demonstrate an ability to engage in entrepreneurial and innovation processes for new product development
- Create, analyze and critically evaluate new business models and innovation plans
- Develop case study analysis skills (specifically, identifying critical issues in case studies and applying course material to case studies)

**PREREQUISITE COURSES:**

**LANGUAGE OF INSTRUCTION and EXAMINATIONS:**

Instruction Language: Greek
Examination Language: Greek
Case Studies Language: English

**IS THE COURSE OFFERED TO ERASMUS STUDENTS?**

**COURSE WEBSITE (URL):**

(2) LEARNING OUTCOMES

**Learning outcomes**

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes
The course structure will support students to gain the knowledge and skills they need for innovation management and new product development. Within this context, each module includes a case study suitable for class discussion. The cases are short enough to serve as illustrations, but have sufficient content to serve as the basis of the module. This course is designed to provide a comprehensive coverage of innovation management and new product development. Emphasis will be placed on both theory and implementation of innovation management. To enhance students awareness and comprehension of Innovation Management and New Product Development management challenges module themes and lectures have been allocated as follows:

Part 1 Understanding Innovation and New Product Development
Lecture 1 - Definitions and evolution of new product development and innovation
Lecture 2 - Role of innovation in entrepreneurship and organizational development

Part 2 Innovation and Product Design
Lecture 3 - Innovation as a capability / core competence
Lecture 4 - Understanding entrepreneurial and innovative behavior
Lecture 5 - Role of innovation in new product development
Lecture 6 - Role of Technology, Culture and Champions in new product development

Part 3 Innovation Management
Lecture 7 - Implementing and Managing Innovation
Lecture 8 - Measuring Innovation Performance
Lecture 9 - The management of research & development
Lecture 10 - Capturing value from innovation and Learning from others

Upon successful completion of the course, students will be able to:
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- Demonstrate an ability to engage in entrepreneurial and innovation processes for new product development
- Create, analyze and critically evaluate new business models and innovation plans
- Develop case study analysis skills (specifically, identifying critical issues in case studies and applying course material to case studies)

General Competences
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<table>
<thead>
<tr>
<th>Search for, analysis and synthesis of data and information</th>
<th>Project planning and management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adapting to new situations</td>
<td>Respect for difference and multiculturalism</td>
</tr>
<tr>
<td>Decision-making</td>
<td>Respect for the natural environment</td>
</tr>
<tr>
<td>Working independently</td>
<td>Showing social, professional and ethical responsibility and sensitivity to gender issues</td>
</tr>
<tr>
<td>Team work</td>
<td>Criticism and self-criticism</td>
</tr>
<tr>
<td>Working in an international environment</td>
<td>Production of free, creative and inductive thinking</td>
</tr>
<tr>
<td>Working in an interdisciplinary environment</td>
<td>Others...</td>
</tr>
<tr>
<td>Production of new research ideas</td>
<td>Others...</td>
</tr>
</tbody>
</table>

Creativity, new product development and innovation are integral to an organization’s ability to survive and thrive in today’s competitive marketplace. The course structure provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students will learn
about theoretical conceptualizations of creativity and innovation as well as practical applications involved in fostering creativity and innovation for new product development. Students will be expected to play an active role in learning through class exercises, class discussions, and presentations about real (or planned) innovations in organizations.

### (3) SYLLABUS

New Product Development refers to the process of developing new products, or improving existing ones. Central to this activity are entrepreneurs: innovative and risk-taking individuals who seek to bring about change and new opportunities, both for themselves and for the business communities in which they operate. Such persons play a vital important role in commerce, trade, and economic growth in many nations, through the practice of innovation.

Innovation Management and New Product Development course provides students with the knowledge and techniques required to improve product quality and process efficiency by identifying and measuring production process variability which, if not successfully addressed, leads to inconsistent product quality, costly wastage, non-standardization and other reliability and productivity problems.

A significant focus of the course is the key element of entrepreneurship, innovation. Innovation is an important prerequisite for gaining a competitive advantage and for building a strong and sustainable business. Modern thriving enterprises demand constant levels of innovation. The scope and richness of theoretical developments in the discipline of innovation, offers potential for students to develop substantial skills in understanding the discipline, its role in new product development and in the development of successful, contemporary organizations. This will enable students to deal successfully with dynamic demands from markets and customers that are becoming even more sophisticated and knowledgeable.
(4) TEACHING and LEARNING METHODS - EVALUATION

<table>
<thead>
<tr>
<th>DELIVERY</th>
<th>Face-to-face in-class lectures (12 Weekly lectures)</th>
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<tbody>
<tr>
<td>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</td>
<td>Use of University’s e-Learning platform for providing access to class material, lectures and case studies</td>
</tr>
<tr>
<td>TEACHING METHODS</td>
<td></td>
</tr>
<tr>
<td>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student’s study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS.</td>
<td></td>
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<tr>
<td>Activity</td>
<td>Semester workload</td>
</tr>
<tr>
<td>Lectures (12 Weekly lectures)</td>
<td>60%</td>
</tr>
<tr>
<td>In-Class Case Study Analysis (12 Case Studies - part of the Weekly lecture)</td>
<td>40%</td>
</tr>
<tr>
<td>Course total</td>
<td>100%</td>
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STUDENT PERFORMANCE EVALUATION

Description of the evaluation procedure

Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other. Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

To master the theory of the course lectures; subject logic and systematic relationship with real business practice are conveyed. Practical skills of innovation management are trained doing tasks related to theory, and analyzing real case studies. Students’ presentation skills will be enhanced by doing short presentations in class. The perception of theory is examined through final exam which includes the test with multiple choice and open questions. Group assignments are used to assess students’ abilities in analyzing case studies and solving innovation management problems.

- Final Exam (test) comes to 60 % of final grade
- Group assignments that help to master theory of the course come to 30 % of final grade
- Participation in class discussion comes to 10 % of final grade

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

  (Basic Textbook)

  (Supplementary Textbooks)

-Suggested Academic Journals-
1. European Journal of Innovation Management, Emerald Insight
2. Creativity and Innovation Management, Wiley Online Library
4. Technovation, Elsevier, ScienceDirect