

MODULE DESCRIPTION

Module code	Z-ZIP2-650
Module name	Komercjalizacja nowych produktów
Module name in English	Commercialization of New Products
Valid from academic year	2016/2017

A. MODULE PLACEMENT IN THE SYLLABUS

Field of study	Management and Production Engineering
Level of education	2nd degree <i>(1st degree / 2nd degree)</i>
Studies profile	General <i>(general / practical)</i>
Form and method of conducting classes	Full-time <i>(full-time / part-time)</i>
Specialisation	Management Engineering
Unit conducting the module	The Department of Production Engineering
Module co-ordinator	Wacław Gierulski, PhD hab., Professor of the University Bożena Kaczmarska, PhD hab.
Approved by:	

B. MODULE OVERVIEW

Type of subject/group of subjects	Specialist subject <i>(basic / major / specialist subject / conjoint / other HES)</i>
Module status	Compulsory <i>(compulsory / non-compulsory)</i>
Language of conducting classes	English
Module placement in the syllabus - semester	3rd semester
Subject realisation in the academic year	Summer semester <i>(winter / summer)</i>
Initial requirements	No requirements <i>(module codes / module names)</i>
Examination	No <i>(yes2 / no)</i>
Number of ECTS credit points	2

Method of conducting classes	Lecture	Classes	Laboratory	Project	Other
Per semester	10			20	

C. TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Module target	The aim of the course is to show the feasibility of a sequence of operations leading to product commercialization. The operations are presented in line with the methodology of project management.
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Effect symbol	Teaching results	Teaching methods (l/c/lab/p/other)	Reference to subject effects	Reference to effects of a field of study
W_01	A student has an extended knowledge on engineering activities including the laws of the market and the principles of intellectual property protection.	l/p	K_W03 K_W07	T1A_W10 T1A_W02
W_02	A student has expertise in the implementation of projects in accordance with the methodologies of project management including quality requirements.	l/p	K_W05 K_W11 K_W12	T2A_W07 T2A_W09 S2A_W06 T2A_W05 S2A_W06
U_01	A student can apply tools and methods attributed to creative and enterprising individuals, and is able to implement innovative tasks.	l/p	K_U06 K_U11	TA1_U07 TA1_U08 TA1_U09
U_02	A student can work individually and in a team. He/she is able to prepare and deliver a presentation promoting the results of his/her work.	l/p	K_U02 K_U05	TA1_U07 T2A_U09 T2A_U10 T2A_U14
K_01	He/s his aware of the role of the graduate in the development of the region and understands the relationship between business and production operations.	l/p	K_K02 K_K03	T1A_K05

Teaching contents:

1. Teaching contents as regards lectures

Lecture number	Teaching contents	Reference to teaching results for a module
1	The concept of commercialization, indicating links with the knowledge and skills acquired during the studies – linkage to other courses. Stages of operations within commercialization.	W_01 W_02 U_01 U_02
2	Project management methodology as a tool for preparing and implementing the commercialization process. Operations networks and schedules.	W_01 W_02 U_01 U_02
3	The problem of financing commercialization. Acquisition and management of resources. The issue of intellectual property protection.	W_01 W_02 U_01 U_02
4	The transition from creativity through innovation to commercialization. Elementy The psychology of an inventor- elements. Case studies.	W_01 W_02 U_01 U_02
5	Risk management in the process of commercialization. Presentation of selected students projects from previous years.	W_01 W_02 U_01 U_02

2. Teaching contents as regards classes

Class number	Teaching contents	Reference to teaching results for a module

3. Teaching contents as regards laboratory classes

Laboratory class number	Teaching contents	Reference to teaching results for a module

4. The characteristics of project assignments

Project class number	Teaching contents	Reference to teaching results for a module
1	Discussing the scope of project tasks. The choice of subject matter for project teams of 2-3 students.	U_01 U_02 K_01
2-6	Presentation of partial analysis of the commercialization potential for selected products by particular project teams- discussion.	W_01 W_02 U_01 U_02 K_01
7	Presentation of the preliminary project versions- discussing the applied methods of solving problems. Discussing the results.	W_01 W_02 U_01 U_02 K_01
8-9	Presentation of the projects by the following teams – discussing the applied solutions and methods of implementing the commercialization process. Discussing the results.	W_01 W_02 U_01 U_02 K_01
10	Discussing the projects executed synthetically-discussion, indicating original solutions. Determining final grades.	U_01 U_02 K_01

The methods of assessing teaching results

Effect symbol	Methods of assessing teaching results <i>(assessment method, including skills – reference to a particular project, laboratory assignments, etc.)</i>
W_01	Discussing the project task under implementation.
W_02	Discussing the project task under implementation.
U_01	Solving project tasks – discussion.
U_02	Solving project tasks – discussion.
K_01	Solving project tasks – executing the project.

D. STUDENT'S INPUT

ECTS credit points		
	Type of student's activity	Student's workload
1	Participation in lectures	10
2	Participation in classes	
3	Participation in laboratories	
4	Participation in tutorials (2-3 times per semester)	
5	Participation in project classes	20
6	Project tutorials	4
7	Participation in an examination	
8		
9	Number of hours requiring a lecturer's assistance	34 <i>(sum)</i>
10	Number of ECTS credit points which are allocated for assisted work <i>(1 ECTS point=25-30 hours)</i>	1.1
11	Unassisted study of lecture subjects	10
12	Unassisted preparation for classes	
13	Unassisted preparation for tests	
14	Unassisted preparation for laboratories	
15	Preparing reports	
15	Preparing for a final laboratory test	
17	Preparing a project or documentation	20
18	Preparing for an examination	
19		
20	Number of hours of a student's unassisted work	30 <i>(sum)</i>
21	Number of ECTS credit points which a student receives for unassisted work <i>(1 ECTS point=25-30 hours)</i>	0.9
22	Total number of hours of a student's work	64
23	ECTS points per module <i>1 ECTS point=25-30 hours</i>	2
24	Work input connected with practical classes <i>Total number of hours connected with practical classes</i>	34
25	Number of ECTS credit points which a student receives for practical classes <i>(1 ECTS point=25-30 hours)</i>	1.06

E. LITERATURE

Literature list	<ol style="list-style-type: none"> 1. Kaczmarek B., Gierulski W., <i>Komercjalizacja nowych produktów</i>, Wydawnictwo Politechniki Świętokrzyskiej, Kielce 2014. 2. Dostatni E., Gierulski W., Roszkowski H., Wirkus M., <i>Zarządzanie projektem</i>, PWE, Warszawa 2013. 3. Materiały internetowe, m.in. www.parp.gov.pl; www.seipa.edu.pl
Module website	