



## Subject card

Subject name and code	Innovation and Product Planning, PG_00068041						
Field of study							
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department Of Management Engineering And Quality -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Anna Lis				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	60.0	0.0	0.0	0.0	75
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	75		5.0		45.0	125
Subject objectives	Provide the knowledge and develop the skills necessary to identify, design and implement innovative products, taking into account market strategies, customer needs and the product life cycle.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.		Is ready to make competent and ethical decisions to design product innovations, acting in accordance with economic, social and environmental values		[SK5] Assessment of ability to solve problems that arise in practice		
	[K6_W04] possesses advanced knowledge of the principles of creative and entrepreneurial activity, enabling the identification and implementation of innovative ideas while ensuring compliance with copyright protection requirements.		has advanced knowledge of the principles of creative thinking to identify and implement innovative ideas while maintaining copyright protection requirements.		[SW1] Assessment of factual knowledge		
	[K6_U05] designs innovative solutions for complex management processes by utilizing appropriate methods and techniques.		can design innovative solutions and products using appropriate methods and techniques		[SU4] Assessment of ability to use methods and tools		
Subject contents	<p>Lecture: Introductory lecture , Definitions of innovation and new products, Types of innovation and new products, Models of innovation, Models of new product development, Full product life cycle, Strategies for innovation, Sources of innovation, Project management in new product planning and development, Selected concepts of innovation and product planning, Methods for generating innovation ideas, Intellectual property protection, Testing new products.</p> <p>Exercises: Identification of market opportunities, Analysis of macro and micro environment, Analysis of innovation potential, Selection of innovation strategy, Design of innovation using selected creative thinking methods (brainstorming, morphological method, QFD House of Quality) and innovation concepts (Design Thinking, Disruptive Innovation, Blue Ocean Strategy), Design of innovation process, Project management, Protection of intellectual property, Testing, Marketing and distribution.</p>						

Prerequisites and co-requisites	no requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exercise report	60.0%	25.0%
	Case study	60.0%	25.0%
	Exam	60.0%	50.0%
Recommended reading	Basic literature	<p>Brown, T. (2009). Change by design: How design thinking creates new alternatives for business and society. <i>Collins Business</i>.</p> <p>Christensen, C. M. (2015). <i>The innovator's dilemma: when new technologies cause great firms to fail</i>. Harvard Business Review Press.</p> <p>Kim, W. C., &amp; Mauborgne, R. (2011). Blue ocean strategy. <i>Harvard business review</i>.</p> <p>Kim, W. C., &amp; Mauborgne, R. A. (2014). <i>Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant</i>. Harvard Business Review Press.</p> <p>Kubiszewska, K., Łopatowska, J., &amp; Lis, A. (2025). Praktyczne wyzwania edukacji menedżerskiej. Zbiór case'ów dydaktycznych.</p> <p>Pomykalski, A. (2001). <i>Zarządzanie innowacjami</i>, PWE, Warszawa.</p> <p>Wirkus, M., &amp; Lis, A. (2012). Zarządzanie projektami badawczo-rozwojowymi. <i>Difin</i>, Warszawa.</p> <p>Wirkus, M., &amp; Lis, A. (2015). Planowanie i rozwój nowych produktów. CeDeWu, Warszawa.</p>	
	Supplementary literature	<p>Kaplan, R. S., Norton, D. P., Pniewski, K., Jarugowa, A., Polakowski, M., &amp; Kabalski, P. (2001). <i>Strategiczna karta wyników: jak przełożyć strategię na działanie</i>, Wydawnictwo Naukowe PWN, Warszawa.</p> <p>Pomykalski, A. (1997). <i>Innowacje</i>. Wydaw. Politech. Łódzkiej.</p> <p>Porter, M. E. (2008). <i>Competitive advantage: Creating and sustaining superior performance</i>. Simon and Schuster.</p> <p>Porter, M. E., &amp; Strategy, C. (1980). Techniques for analyzing industries and competitors. <i>Competitive Strategy</i>. New York: Free, 1.</p> <p>Trott, P. (2008). <i>Innovation management and new product development</i> . Pearson education.</p>	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	<p>Please list and describe at least three innovation strategies.</p> <p>What is a disruptive innovation?</p> <p>What are the main steps in following the Design Thinking procedure?</p>		
Work placement	Not applicable		

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