



**FACULTY OF BUSINESS**  
**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING**  
**LEARNING MODULE OUTLINE**

Academic Year	2025/2026	Semester	1
Module Code	MRKT0143-411		
Learning Module	Product Innovation and Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. Joyce Tam	Email	fytam@mpu.edu.mo
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**MODULE DESCRIPTION**

This course views product innovation and the management of new product development from a strategic perspective. It is principally based on the new product development process and new product development function within different organization types. This course will draw on industry experiences and academic research to provide the student with a balanced view of theory versus practice.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

M1.	discuss and contrast understanding and applied experience of the innovation process;
M2.	outline and apply analytical tools that can help structuring information for decision making about innovation;
M3.	appraise different patterns of using innovation for creating wealth and growth in organizations;
M4.	analyse the core management challenges associated with managing innovation and operations.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4
1. Explain the core concepts, values and skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓
2. Apply appropriate tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.		✓		



3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓		✓	
4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				✓
5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices.				✓
6. Effective communication skills - Students are able to communicate and present ideas effectively.			✓	
7. Critical thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.		✓		
8. Intercultural competence - Students are competent to associate in a diversified social and global community.				

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	The Strategic Elements of Product Development (Chapter 1)	3.0 hrs
2	The New Products Process (Chapter 2)	3.0 hrs
3	Opportunity Identification and Selection: Strategic Planning for New Products (Chapter 3)	3.0 hrs
4	The Product Concept and Ready-Made New Product Ideas (Chapter 4)	3.0 hrs
5	New Product Ideas: The Problem Find-Solve Approach (Chapter 5)	3.0 hrs
6	New Product Ideas: Analytical Attribute Approaches (Chapter 6)	3.0 hrs
7	Concept Evaluation and Testing (Chapter 7)	3.0 hrs
8	Review and Mid-term	3.0 hrs
9	Product Protocol (Chapter 10)	3.0 hrs
10	Design (Chapter 11)	3.0 hrs
11	Product Use Testing (Chapter 13)	3.0 hrs
12	Strategic Launch Planning (Chapter 14)	3.0 hrs
13	Public Policy Issues (Chapter 18)	3.0 hrs
14	Project presentation	3.0 hrs
15	Final assessment	3.0 hrs
	Total:	45 hrs



## TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4
T1. Interactive lectures	✓	✓	✓	✓
T2. In-class exercises	✓	✓	✓	✓
T3. Case studies	✓	✓	✓	✓
T4. Group discussions	✓	✓	✓	✓
T5. Project	✓	✓	✓	✓

## ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

## ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Class participation and exercises	10%	T1,2,3,4
A2. Assignment / Mid-term	20%	T1,2,3,4
A3. Project	20%	T4, 5
A4. Final Assessment / Examination	50%	T1,2,3,4
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

## MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good



B	78-82	3.0	Good
B-	73-77	2.7	
C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail

## REQUIRED READINGS

Merle Crawford and C. Anthony Di Benedetto (2025), *New Products Management* (printed textbook + Connect access code), McGraw Hill

## REFERENCES

Trott, P. (2020). *Innovation management and new product development*. Pearson education.

## Useful Websites

<https://www.mheducation.com/highered/product/new-products-management-crawford-di-benedetto/M9781259911828.html>

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).