

LIUC Università Carlo Cattaneo – a.y. 2017/2018
Innovation and New Product Development course

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ADVICES FOR PREPARING TO THE FINAL EXAM

Please check with attention the “Topics and References” documents the Professors are going to share with you in each lecture. In these documents, you will find the reference material you are asked to carefully take into account for preparing to the final exam.

Accordingly, consider the slides used by the Professors in classroom just as a tool of support and NOT as the only reference material to study for preparing to the final exam.

COURSE ASSESSMENT

Course assessment will be based on the following components:

- Written exam;
- Oral exam;
- Project work;
- Any bonuses/penalties resulting from active class participation.

INSTRUCTIONS AND RULES FOR THE WRITTEN EXAM

How to fill the written exam sheet:

- The exam is an open-ended question, which usually consists in an evaluation of investment projects alternatives. Time allowed for the written exam is around half an hour (30 minutes).

How the written exam is assessed:

- As usual, grades are ON or OFF;
- ON is considered as the threshold to pass the written exam and to be admitted to the oral exam. Students with a grade OFF shall retake the written exam in any future call, and are not allowed to take the oral exam (in the same session of the written exam).

How to behave in class during the written exam:

All students shall maintain a proper class behavior throughout the duration of the written exam, to ensure the regularity of the call and the mutual respect between Professors and Students.

- Any kind of communication among students is allowed.
- Do not keep any of these items with you (or leave them in your bag or knapsack):

course content, in any form (books, slides, notes) or size; electronic devices where you could upload content (for example mobile devices, tablets, music players, smart watches).

- Failing to follow any of these rules will cause the **immediate expulsion of the student/s from class and the erasing of the written exam**, which he/she/they will need to retake at another call.

We kindly but firmly invite you all to strictly follow these rules, which will be enforced.

INSTRUCTIONS AND RULES FOR THE ORAL EXAM

Oral exam procedure:

- The oral exam will be held in the same date of the written exam
- The oral exam for each student will focus on at least two questions on the main topics of the course, lasting approximately 10 minutes

INSTRUCTIONS AND RULES FOR THE PROJECT WORK

Project work consists in a teamwork of no more than four people, which will be involved in the identification of a product innovation actually introduced by a real company. You are required to analyze its features, and propose a re-design of the product innovation and its commercialization strategy. Further details on the project work will be provided during the first classes.

The overall **Final Grade** presented to the students will result from the Project work grade (1/2) and the Oral Exam grade (1/2), and any positive/negative approximations for class participation.

INSTRUCTIONS AND RULES FOR GRADES ACCEPTANCE AND REJECTION

- The written exam is passed with a grade of ON.
- Please consider that the written exams are subject to scrupulous examination, which ensures that the students are prepared to perform the oral exam.
- Oral exams' date and time will be held in the same date of the written exam.
- The oral exam is passed with a grade of 18 or higher. If students want to reject the grade after the oral exam, they will need to communicate their choice immediately to the Professor they took the exam with. The Professors will decide if allowing students to retake only the oral exam or the entire examination (both written and oral exams).

Looking forward to working together!

The Innovation and New Product Development team