

Research – Development – Innovation Syllabus

1. General Informations	Course title: MOME PILOT x PORSCHE				
	Course coordinator / lecturer: Alex Szénássy Contact details: alex@laboratorygroup.com				
	Level and Code: B-KF-401-MI-222302-01 M-KF-301-MI-222302-01 M-KF-E-301-MI-222302-01 ER-MEDI-BA-222302-01	Position in the Curriculum:	Recommended semester:	Credits: 5	Teaching hours: 48 Student workload: 102
	Related codes:	Type: lecture/ seminar/practice/combined	Is it open to sign-up as an elective?	Specific pre-conditions to sign-up as an elective:	
2. Targeting	Aims and principles of the course: The course focuses on e-thinking and e-mobility. We look for solutions that help e-driving an unforgettable experience and promote the green lifestyle, making it a significant factor in our daily lives with the assistance of a brand with such a long history as Porsche. The ambition is to generate globally feasible concepts that fit the premium brand, enhance its image, and illuminate Porsche's leading role in the field of e-mobility. Of all the solutions developed during the course, the Hungarian representatives of the Porsche brand will select the concept that shall be further developed as a pilot project as the next step. The MVP can be an installation, video, design, product prototype, innovative communication idea, application, or even a social program. During the course, students will have the chance to get to know the brand, its vision, and innovative developments directly.				
	Intended learning outcomes / professional and transitive competencies: (in accordance with the subject description)				
3. Itinerary	<ul style="list-style-type: none"> - Getting to know research methodologies - Mastering synthesizing thinking - Getting to know the Agile Development Process - Development and mapping of innovative ideas - Possible ways of presenting innovative ideas 				
	Course content (topics and themes):				
<ul style="list-style-type: none"> - Developments supporting e-mobility of the Porsche brand - The "Green thinking" philosophy - The present and future of e-mobility - International and Hungarian trends - Finding possible development areas - Examination and analysis of consumer attitudes related to e-mobility - Examination of negative perceptions related to e-mobility 					

	<ul style="list-style-type: none"> - Development of specific proposals for the Porsche brand <p>RDI methods and tools used in the course:</p> <ul style="list-style-type: none"> - Market research - Social listening - Agile Development Process <p>Students' duties and responsibilities:</p> <ul style="list-style-type: none"> - Active participation in classes - Participation in the Agile Development Process - Visual presentation of ideas (3D, animation, video presentation with narration) <p>Learning environment: MOME classroom and Laboratory Group office</p>
4. Evaluation	<p>Requirements to be fulfilled:</p> <p>Presentation of the idea in the form of a video presentation.</p> <p>Assessment method: presentation of the video presentation</p> <p>Assessment criteria:</p> <ul style="list-style-type: none"> - Knowledge of Porsche brand developments - The innovation level of the idea - The quality of the implementation, execution of the idea. <p>Calculation of grade:</p> <ul style="list-style-type: none"> - Knowledge of Porsche brand developments 20% - The innovation level of the idea is 60% - Quality of the implementation, execution of the idea 20% <p>Prior learning recognition (based on application): There is no possibility of recognition/crediting.</p> <p>Recommended readings:</p> <p>https://newsroom.porsche.com/en/company/annual-sustainability-report-2021/environment-social-and-governance.html</p> <p>https://newsroom.porsche.com/en/2022/company/porsche-annual-press-conference-financial-year-2021-annual-and-sustainability-report-27739.html</p> <p>Further readings, documents, sources:</p>

	<p>https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/why-the-automotive-future-is-electric</p> <p>https://www.pwc.com/c1/en/the-future-of-e-mobility.html</p> <p>https://www.wired.com/sponsored/story/how-smart-transportation-is-advancing-the-future-of-mobility/</p>
	<p>Schedule and venue for personal consultation:</p> <p>Laboratory Group, 1054 Budapest, Aulich u. 5.</p>