

## SYLLABUS for Product Management

Basic data for the course	
Academic unit:	Faculty of Economics
Title of the course:	<b>Product Management</b>
Level:	Bachelor
Status of the course:	Obligatory
Year of studies:	
Number of hours per week:	2+1
ECTS credits:	4
Time/location:	Faculty of Economics, University of Prishtina "Hasan Prishtina"
Tutor:	Prof. dr. Besim Beqaj
Tutor's contact details:	Besim.beqaj@uni-pr.edu
Content of the course:	
	<p>Economic development in 21st century has changed its direction speedily. The economy is rapidly transforming, creating huge space for the digital economy and new products development.</p> <p>Integration of world economies and globalization are shortening the life cycle of products and this is pushing managers to increase their creativity for the production of competitive products in the market. The impact of technology - especially the advancement of communication and computerization - creates opportunities for the movement of work, capital and technology. Staying or competing in the market, managers of developed countries need to restructure and organize the production process and differentiate their products from competitors. The market requires continued innovative approach to products that meet buyers' requirements and which enable the enterprise to create competitive advantages.</p>
Course's objectives:	<p>Introduction to product management problematics, with a special focus on managing the process of creating, managing and placing new products on the market. Pragmatic orientation with explanation of examples from our daily practice and their comparison with developed businesses represents the form of work during lectures. Knowing the environment and the forms of modern marketing of service activities will be elaborated and detailed in order to understand the importance of marketing in terms of market liberalization and globalization.</p>
The expected outcomes:	<b>With the successful completion of the course, the student will be able to:</b>

- To discuss the challenges and the environment for contemporary product management
- Understand the role of innovation and digital economy in product development;
- Identify the competitive advantages and disadvantages of enterprises investing in research and development of new products and those who do not invest such processes;
- To discuss global and strategic product management processes;

The students' workload (hours per semester, ECTS)			
Activity	Week	Hours	Total
Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor			
Field research			
Colloquiums			
Homework	1	10	10
Individual study (at library or at home)			40
Final preparation for the exam			
Evaluation	1	2	2
Projects, presentation etc.	1	3	3

<b>Total</b>		<b>100</b>
Teaching methods:	Lectures will be designed in such a way that the student's participation in the discussions is as excessive as there will be no traditional ex-class lectures. Teamwork will be favored. Reading the broader literature as well as the various articles about international business trends is a priority	
Assessment methods:	<b>The exam will be comprised of these components:</b> <ul style="list-style-type: none"> <li>- First Assessment: 30%</li> <li>- Second Assessment: 30%</li> <li>- Seminar work: 10%</li> <li>- Engagement in class: 20%</li> <li>- Regular attendance: 10%</li> </ul> Total: 100%	
<b>Literature</b>		
Basic literature:	<b>Prof. Dr. Besim Beqaj</b> – Managing the development of new products in Kosovo, Pristina, 2003	
Additional literature:	<b>Steven Haines:</b> The Product Managers Desk Reference, McGraw-Hill, USA 2009  <b>Rodger G. Schroeder:</b> Operations Management Contemporary Cases and Concepts McGraw-Hill, USA, 2000  <b>Adam Evert:</b> Production and Operation Management, Prentice Hall Interantional, USA, 1997	

<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
Week 1	Theoretical concepts of product and operations management
Week 2	The process of product development
Week 3	Life cycle management of the product
Week 4	Management functions in product development and placement in the market
Week 5	Innovation and technological product development process
Week 6	<b>The product design and the quality management</b>
Week 7	<b>The 1<sup>st</sup> evaluation</b>
Week 8	The reflection of the combination of mix marketing instruments in the development of new products

<b>Week 9</b>	Development of the product price
<b>Week 10</b>	Product distribution management
<b>Week 11</b>	Product promotion management
<b>Week 12</b>	Models and marketing methods for product placement in the market
<b>Week 13</b>	Economic analysis of the product
<b>Week 14</b>	Defining the strategic position of the product in the market
<b>Week 15</b>	<b>2st evaluation</b>

Except for day 1, where learning will be by lecture only, students will have to apply their knowledge and experience in case studies and extra papers supplied on the day of the lecture.

**Academic policies and code of conduct:**

Regular attendance, accuracy, reading of required materials, and active participation in classroom discussions are critical elements for this subject.