**Syllabus**

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| **Basic data of the subject** |
| **Academic unit:** | **Faculty of Engineering and Informatics** |
| **Title of the subject:** | **Product development and management** |
| **Level:** | **Master** |
| **Course Status:** | **Core** |
| **Year of studies:** | **2** |
| **Number of hours per week:** | **4** |
| **Value of Credits - ECTS:** | **6** |
| **Time / location:** |  |
| **Course lecturer:** | **Prof. Dr. Bujar Pira** |
| **Contact details:**  |  |
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| **Course Description** | *This course will provide a detailed understanding of the Product development and management and application its knowledge in practice in a development of a product.* |
| **Objectives of the course:** | *The objective of this subject is too familiarise students with the way of developing a current product and management of the development of a new product, with the reasonableness of developing current and new products in the enterprise and their management* |
| **Expected learning outcomes:** | *Upon successful completion of this subject, student will be able to:** *understand the product management and product development process,*
* *identify the source of ideas for product development,*
* *perform economic analysis of the product's cost-benefit*
* *apply its knowledge in practice in a development of a product from the idea to its final developmentto eliminate the damaged products.*
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| **Contribution to the student load (which must correspond with learning outcomes)** |
| **Activity** | **Hour** | **Day/Week** | **In total** |
| Lectures with lab tutorials  | 4 | 15 | 60 |
| Internship |   |   |   |
| Contacts with teacher / consultations | 2 | 4 | 8 |
| Field exercises |   |   |   |
| Midterm, seminars and projects. | 20  |   |  20 |
| Homework |   |   |   |
| Self-learning time student (at the library or at home) | 3 | 15 | 45 |
| Final preparation for the exam | 15 |  | 15 |
| Time spent on evaluation (tests, quiz and final exam) | 1 |  | 1 |
| Projects and presentations. | 1 |  | 1 |
| **Total** |  |  | **150** |
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| **Teaching methodology:** | *Lectures combined with laboratory work and the worker* |
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| **Assessment methods:** | *Assessment methods: Seminar work with a weight of 50% and presentation of them as well as a 50% weighted examination of the overall assessment* |
| **Literature** |
| **Basic Literature:**  | *Besim Beqaj, PhD: “Menaxhimi i zhvillimit te produkteve te reja”, Prishtine 2008,* |
| **Additional Literature:**  | *Philip Kotler and Kevin Lane Keller – “Menaxhimi i Marketingut” – Londer 2008, edicioni i tetë* |
| **The ratio of theory and practice** | *50% theory with numerical exercises and 50% laboratory work.* |

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| **Designed learning plan** |
| **Week:** | **Lectures and exercises to be held** |
| **Week one:** | *Identifying customer needs* |
| **Week two:** | *Market research* |
| **Week three:** | *Marketing impact on new product development* |
| **Week four:** | *Concept generation* |
| **Week five:** | *Market needs for innovative approaches to products* |
| **Week six:** | *Market needs for innovative approaches to products* |
| **Week seven:** | *Globalization as a determinant of product development* |
| **Week eight:** | *Product Design Cycle* |
| **Week nine:** | *Technology and Assessment Market* |
| **Week ten:** | *Technology and Assessment Market* |
| **Week eleven:** | *Introduction to Industrial Design and Human factors* |
| **Week twelve:** | *Estimation of Production Costs* |
| **Week thirteen:** | *Introduction to Business Plans* |
| **Week fourteen:** | *Introduction to Business Plans* |
| **Week fifteen:** | *Ssummary of the material of the subject* |

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| **Academic policies and rules of conduct** |
| *Regular attendance of lectures and exercises is necessary, as well as active participation with discussion and solution of tasks. Not impeding the progress required for learning using mobile phones turned off or in silent mode.* |