

# Syllabus

Basic data of the subject			
Academic unit:	Faculty of Engineering and Informatics		
Study Programme:	Engineering and Production Management		
Title of the subject:	Product development and management		
Level:	Master		
Course Status:	Core		
Year of studies:	2		
Number of hours per week:	3		
Value of Credits - ECTS:	6		
Time / location:			
Course lecturer:	Prof.Dr. Bujar Pira		
Contact details:	bujar.pira@ushaf.net		
Course Description	<i>This subject will provide a detailed understanding of the Product development and management and application its knowledge in practice in a development of a product.</i>		
Objectives of the subject:	<i>The objective of this subject (Course) 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</i>		
Expected learning outcomes:	<p><i>Upon successful completion of this subject, student will be able to:</i></p> <ul style="list-style-type: none"> <li><i>• understand the product management and product development process,</i></li> <li><i>• identify the source of ideas for product development,</i></li> <li><i>• perform economic analysis of the product's cost-benefit</i></li> <li><i>• apply its knowledge in practice in a development of a product from the idea to its final development</i></li> </ul>		
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
<b>Total</b>			<b>150</b>
<b>Teaching and assessment methodology</b>			
<b>Teaching methodology:</b>	<i>Lectures combined with case studies and group discussions. In the learning process, students will work on specific topics for two weeks, which also encourage a broader review of the literature and self-learning / study.</i>		
<b>Assessment methods:</b>	<p><i>The evaluation consists of:</i></p> <ul style="list-style-type: none"> <li><i>Individual semester work which will be submitted every second week with a weight of 30% of the total assessment</i></li> <li><i>Group seminar work and its presentation with a weight of 40% of the total assessment. The student will have to identify a product (new or an existing one) and follow the steps of simulating a product development process</i></li> <li><i>Final exam which consists of questions with possible answers as well as open questions weighing 30% of the total assessment</i></li> </ul> <p><i>Details about the assessments will be presented in the appropriate guide</i></p>		
<b>The ratio of theory and practice</b>	<i>40% theory (lectures) and 60% individual and group work .</i>		
<b>Literature</b>			
<b>Basic Literature:</b>	<i>Besim Beqaj, PhD: "Menaxhimi i zhvillimit te produkteve te reja",</i>		
<b>Additional Literature:</b>	<i>Philip Kotler and Kevin Lane Keller – "Menaxhimi i Marketingut"</i>		

<b>Designed learning plan</b>	
<b>Week:</b>	<b>Lectures and exercises to be held</b>
<b>Week one:</b>	<i>Introduction</i>
<b>Week two:</b>	<i>Product and brand strategy</i>
<b>Week three:</b>	<i>New product development process</i>
<b>Week four:</b>	<i>Product concepts.</i>
<b>Week five:</b>	<i>Identify customer needs</i>
<b>Week six:</b>	<i>Marketing and market research</i>
<b>Week seven:</b>	<i>Business plan and cost analysis</i>
<b>Week eight:</b>	<i>Reflection and discussion on the seminar work</i>
<b>Week nine:</b>	<i>Product design methodology</i>
<b>Week ten:</b>	<i>Industrial design and the human factor</i>

<b>Week eleven:</b>	<i>Modeling and product shape design</i>
<b>Week twelve:</b>	<i>New product development team management</i>
<b>Week thirteen:</b>	<i>Strategic importance and the role of prices</i>
<b>Week fourteen:</b>	<i>Project assignments and discussions about the project</i>
<b>Week fifteen:</b>	<i>Presentation of the progress of the seminar work</i>

<b>Academic policies and rules of conduct</b>
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<i>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.</i>
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