GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Product Planning, PG_00040529		
Field of study	Engineering Management		
Date of commencement of studies	October 2019	Academic year of realisation of subject	2022/2023
Education level	first-cycle studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	Part-time studies	Mode of delivery	at the university
Year of study	4	Language of instruction	Polish
Semester of study	7	ECTS credits	4.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Katedra Inżynierii Zarządzania i Jakości -> Faculty of Management and Economics		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Anna Lis	
	Teachers	mgr Anna Wendt dr hab. inż. Anna Lis	

Lesson types and methods of instruction

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	16.0	0.0	0.0	8.0	0.0	24

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	24	8.0	68.0	100

Subject objectives

The aim of the course is to discuss the most important issues related to the planning, implementation and development of new products in the enterprise.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_W10] has the knowledge of the life cycle of the production system and the product	Has in-depth knowledge of selected methods and techniques of data acquisition to analyze the product planning process	[SW3] Assessment of knowledge contained in written work and projects
[K6_W03] has a basic knowledge of the relationship both within the organisation and between the organisation and the environment	Has knowledge of the different stages in the innovation cycle and the product life cycle	[SW1] Assessment of factual knowledge
[K6_U06] uses basic theoretical knowledge to solve selected organizational problems, design technical solutions and manage projects, including engineering projects	Is able to practically apply basic knowledge of theoretical nature in project management in the introduction of new products and in the creation and implementation of solutions for the improvement of the organization	[SU3] Assessment of ability to use knowledge gained from the subject

Subject contents

Lecture: Introduction; New product management; Product life cycle; New product development models; Disruptive innovation; Design Thinking; Project management in new product planning and development; Feasibility study; Project evaluation methods; Testing new products; Protection of intellectual property; Final exam.

Project: Product Characterization; Disruptive Innovation; Problem Definition; Market Research; Product Design and Specification; Prototyping and Testing; Industrial design; Intellectual Property Management; New Product Implementation Project Management; Financial Analysis

Prerequisites and co-requisites

No requirements

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	100.0%	50.0%
	exam	60.0%	50.0%
Recommended reading	Basic literature	Wirkus Marek, Lis Anna (red.), Zarządzanie projektami badawczo-rozwojowymi, Difin, Warszawa 2012; Kall Jacek, Sojkin Bogdan: Zarządzanie produktem teoria, praktyka, perspektywy. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, 2008; Sosnowska Alicja: Zarządzanie nowym produktem. Oficyna Wydawnicza SGH, Warszawa, 2000; Haffer Mirosław: Determinanty strategii nowego produktu polskich przedsiębiorstw przemysłowych. Wydawnictwo Uniwersytetu Mikołaja Kopernika, Toruń, 1998; Mruk Henryk, Rutkowski Ireneusz P.: Strategia produktu. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2001; Pomykalski Andrzej: Zarządzanie innowacjami. Wydawnictwo Naukowe PWN, Warszawa Łódź, 2001	
	Supplementary literature	Krawiec Franciszek: Zarządzanie projektem innowacyjnym produktu i usługi. Difin, Warszawa, 2000; Behrens W., Hawranek P.; Poradnik przygotowania przemysłowych studiów feasibility. UNIDO, Warszawa, 1993; Kotler Philip: Marketing. Gebethner i S-ka, Warszawa, 1994; Brzeziński Marek: Zarządzanie innowacjami technicznymi i organizacyjnymi. Difin, Warszawa, 2001; Trocki Michał, Grucza Bartosz, Ogonek Krzysztof: Zarządzanie projektami. PWE, Warszawa, 2003	
	eResources addresses	Podstawowe https://enauczanie.pg.edu.pl/moodle/course/view.php?id=26833 - eNauczanie	
Example issues/ example questions/ tasks being completed	Characterize the stages in the product life cycleList and describe the various phases in the design of a product specification (QFD)List and discuss forms of intellectual property protection for new products		
Work placement	Not applicable		