



Subject card

Subject name and code	Product Planning, PG_00040529						
Field of study	Engineering Management						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2023/2024		
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; Pomykański 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	Adresy na platformie eNauczenie: Planowanie produktu nst 2023/2024 - Moodle ID: 13165 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=13165	
Example issues/ example questions/ tasks being completed	<p>Characterize the stages in the product life cycle</p> <p>List and describe the various phases in the design of a product specification</p> <p>List and discuss forms of intellectual property protection for new products</p>		
Work placement	Not applicable		