



## Subject card

Subject name and code	Product Planning, PG_00040580						
Field of study	Engineering Management						
Date of commencement of studies	October 2021	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	Full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				Polish	
Semester of study	5	ECTS credits				4.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Department of Industrial Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Anna Lis					
	Teachers	dr hab. inż. Anna Lis dr inż. Jolanta Łopatowska					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	15.0	0.0	45
	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	45	8.0		47.0	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 company.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W03] has a basic knowledge of the relationship both within the organisation and between the organisation and the environment	Knows the different stages of the innovation cycle and 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	Can practically apply the basic theoretical knowledge of project management in the implementation of new products and in creating and implementing solutions for the improvement of the organization			[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_W10] has the knowledge of the life cycle of the production system and the product	knows selected methods and techniques of data collection, enabling the analysis of the process of product planning			[SW3] Assessment of knowledge contained in written work and projects		
Subject contents	<p>Lecture: Introduction; Management of the new product; Full product life cycle; Models of new product development, Project management in the planning and development of a new product; Feasibility study; Methods of evaluation of investment projects; Management of human resources in the planning of product; Marketing and distribution in the planning of a new product, Management of intellectual property; Final exam.</p> <p>Project: Market research; Technology analysis, benchmarking; Quality Function Deployment; Demand analysis, production program, sales plan; Technical analysis of the project; Financial analysis; Assumptions and requirements of the project; The organization of the project team; Project management; Marketing and distribution; Intellectual property management</p>						
Prerequisites and co-requisites	Innovation processes						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam	60.0%	50.0%
	Project	100.0%	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		
Example issues/ example questions/ tasks being completed	Characterize the stages in the product life cycle		
	Describe the different phases of Quality Function Deployment (the House of Quality)		
	Discuss the available forms of intellectual property protection for new products		
	Describe the methods to assess the effectiveness of projects		
Work placement	Not applicable		