



Subject card

Subject name and code	Product Planning, PG_00040529						
Field of study	PLANOWANIE PRODUKTU						
Date of commencement of studies	October 2022	Academic year of realisation of subject				2025/2026	
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	Department of Management Engineering and Quality -> Faculty of Management and Economics -> Wydział Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Anna Lis					
	Teachers	dr hab. inż. Anna Lis mgr Anna Wendt					
Lesson types	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						
eNauczanie source addresses: Moodle ID: 46363 Planowanie produktu nst 2025/2026 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46363							
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	Preparing students to plan and implement new products in organizations based on knowledge of the product life cycle, process analysis methods, and internal and external organizational relationships, while fostering attitudes of responsible decision-making in the context of innovation management.						
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	knows and understands the methods and techniques of data collection for analyzing the product planning process in the context of the production system and product life cycle.			[SW3] Ocena wiedzy zawartej w opracowaniu tekstowym i projektowym		
	[K6_W03] has a basic knowledge of the relationship both within the organisation and between the organisation and the environment	knows and understands the relationships within an organization and between the organization and its environment in the context of planning and developing new products.			[SW1] Ocena wiedzy faktograficznej		
	[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 theoretical knowledge in managing new product projects, using techniques for design, prototyping, and implementing improvement solutions.			[SU3] Ocena umiejętności wykorzystania wiedzy uzyskanej w ramach przedmiotu		

Subject contents	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		
	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 report	60.0%	50.0%
	Open-ended test on the product and production system life cycle	60.0%	25.0%
	Open-ended test on relationships	60.0%	25.0%
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		
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>		
Practical activities within the subject	Not applicable		

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