



## Subject card

|   |   |  |  |            |  |         |     |
|---|---|--|--|------------|--|---------|-----|
| Subject name and code                       | Product Planning, PG_00040580   |  |  |            |  |         |     |
| Field of study                              | Engineering Management  |  |  |            |  |         |     |
| Date of commencement of studies             | October 2022  | Academic year of realisation of subject                  |  |            | 2024/2025  |         |     |
| Education level                             | first-cycle studies   | Subject group  |  |            | Obligatory subject group in the field of study<br>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  |  |  |            |  |         |     |
| 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_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   |         |     |
|   | [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_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  |         |     |
| 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  |         |     |
|   | Project   |  | 100.0%   |            | 50.0%  |         |     |
|   | Written exam  |  | 60.0%  |            | 50.0%  |         |     |

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| 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/<br>example questions/<br>tasks being completed | <p>Characterize the stages in the product life cycle</p> <p>Describe the different phases of Quality Function Deployment (the House of Quality)</p> <p>Discuss the available forms of intellectual property protection for new products</p> <p>Describe the methods to assess the effectiveness of projects</p> |  |
| Work placement   | Not applicable  |  |