GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Product management in the IT industry, PG_00050238		
Field of study	Informatics		
Date of commencement of studies	February 2024	Academic year of realisation of subject	2024/2025
Education level	second-cycle studies	Subject group	Optional subject group 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	1	Language of instruction	Polish
Semester of study	2	ECTS credits	1.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Software Engineering -> Faculty of Electronics, Telecommunications and Informatics		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Jakub Miler	
	Teachers	dr inż. Jakub Miler	

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	0.0	0.0	15.0	15
	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	15	2.0	8.0	25

Subject objectives	To develop the skills for product management in the IT industry: design of innovative IT products, introducing new businesses to the market, analysis of market response, product sales and investor pitching

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K7_K02] is ready to provide critical evaluation of received content and to acknowledge the importance of knowledge in solving cognitive and practical problems	Student presents the projects, models, solutions and products Student discusses and evaluates the projects, models, solutions and products	[SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice
[K7_U43] can apply information technologies in market economy and information society conditions as well as algorithmize and computerize cognitive and decision-making processes in other areas of knowledge	Student uses computer science methods and software tools to analyze markets and product use	[SU4] Assessment of ability to use methods and tools
[K7_K01] is ready to create and develop models of proper behaviour in the work and life environment; undertake initiatives; critically evaluate actions of their own, teams and organisations they are part of; lead a group and take responsibility for its actions; responsibly perform professional roles taking into account changing social needs, including:n - developing the achievements of the profession,n- observing and developing rules of professional ethics and acting to comply to these rulesn	Student manages the software products in product teams oriented to users' needs	[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness
[K7_W07] Knows and understands, to an increased extent, the general principles of creating and developing forms of individual entrepreneurship.	Student presents the role of a software product manager Student develops business models for new companies or products Student measures the market response to a new company or product	[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation
[K7_U42] can solve engineering and research problems including design, assessment and maintenance of information systems and applications, using experimental methods and management techniques	Student designs and evaluates innovative IT products with users Student designs and evaluates business models for software products	[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools

Subject contents

The aim of the course is to develop skills in the creation and management of products in the IT industry. The motto of the subject is "The goal is not to create a product; the goal is to sell it. " The course teaches analytical, creative and business competences to help students create and sell IT products successfully. Product management also includes analyzing the market response to the product, collecting data from users and using it to improve products.

The course is carried out as a series of 5 seminars of 3 hours each. Most of the classes are in the form of a workshop; Students work in teams of several people, not necessarily the same in every workshop.

Prerequisites and co-requisites

General knowledge of software engineering and life cycle of IT products.

Basic knowledge of project management and software usability.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Workshops	51.0%	100.0%

Recommended reading

Basic literature

1. Product Management Educational Institute, „The Guide to The Produkt Management and Marketing Body of Knowledge (ProdBOK), eds. G. Geracie, S. D. Eppinger, Association of International Product Marketing and Management, 2013
2. T. Brown, „Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", HarperBusiness, 2009
3. A. Osterwalder, Y. Pigneur, „Tworzenie modeli biznesowych. Podręcznik wizjonera", Helion, 2012
4. ProductVision.pl, „Product Guide. Podręcznik Product Managera", https://productvision.pl/product-guide-podrecznik-product-managera/
5. J. Donovan, „TED. Jak wygłosić mowę życia", Onepress, 2015
6. O. Springer, J. Miler, "The Role of a Software Product Manager in Various Business Environments", Annals of Computer Science and Information Systems, 2018

Supplementary literature

1. E. Hasted, „Sprzedaj swój software", Helion, 2007
2. N. Duarte, „Współbrzmienie. Znajdź wspólny język z odbiorcami Twojej prezentacji", Onepress, 2012

eResources addresses

Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	1. Product management and the role of the IT product manager 2. Creating successful products using the Design Thinking method 3. Business models of products and services 4. Analysis of market response and product improvement 5. What product manager should know about AI
Work placement	Not applicable