



Subject card

Subject name and code	PRODUCT PLANNING, PG_00061478						
Field of study	Engineering Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Part-time studies (on-line)	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	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						
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	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	5.0		71.0	100	
Subject objectives	Plans the implementation and development of innovative products in the enterprise						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U05] designs innovative solutions for complex management processes, using appropriate methods and techniques	designs the implementation of new products, taking into account all stages of the product life cycle			[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_W04] demonstrates creative and entrepreneurial activity in formulating and implementing innovative ideas	analyzes the processes of planning the implementation of new products using advanced knowledge of methods and techniques of data acquisition and analysis			[SW1] Assessment of factual knowledge		
Subject contents	LECTURE Introductory lecture New product management Full product life cycle New product development models Breakthrough innovation Design Thinking Project management in planning and developing a new product Feasibility study Project evaluation methods Testing new products Intellectual property protection PROJECT Product characteristics Breakthrough innovation Defining problems Market research Design and design specification of the product Quality House Prototyping and testing Industrial design Product manufacturing technology characteristics Intellectual property management New product implementation project management Financial analysis						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	100.0%	50.0%
	Lecture test	60.0%	50.0%
Recommended reading	Basic literature	<p>Wirkus Marek, Lis Anna (red.), Zarządzanie projektami badawczo-rozwojowymi, Difin, Warszawa 2012</p> <p>Kall Jacek, Sojkin Bogdan: Zarządzanie produktem teoria, praktyka, perspektywy. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, 2008</p> <p>Sosnowska Alicja: Zarządzanie nowym produktem. Oficyna Wydawnicza SGH, Warszawa, 2000</p> <p>Haffer Mirosław: Determinanty strategii nowego produktu polskich przedsiębiorstw przemysłowych. Wydawnictwo Uniwersytetu Mikołaja Kopernika, Toruń, 1998</p> <p>Mruk Henryk, Rutkowski Ireneusz P.: Strategia produktu. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2001</p> <p>Pomykański Andrzej: Zarządzanie innowacjami. Wydawnictwo Naukowe PWN, Warszawa Łódź, 2001</p>	
	Supplementary literature	<p>Krawiec Franciszek: Zarządzanie projektem innowacyjnym produktu i usługi. Difin, Warszawa, 2000</p> <p>Behrens W., Hawranek P.: Poradnik przygotowania przemysłowych studiów feasibility. UNIDO, Warszawa, 1993</p> <p>Kotler Philip: Marketing. Gebethner i S-ka, Warszawa, 1994</p> <p>Brzeziński Marek: Zarządzanie innowacjami technicznymi i organizacyjnymi. Difin, Warszawa, 2001</p> <p>Trocki Michał, Grucza Bartosz, Ogonek Krzysztof: Zarządzanie projektami. PWE, Warszawa, 2003</p>	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	<p>Describe the stages in the product life cycle</p> <p>List and describe the individual phases in the design of the product specification (House of Quality)</p> <p>List and discuss forms of intellectual property protection in relation to new products</p> <p>Describe the methods of assessing the effectiveness of projects</p>		
Work placement	Not applicable		

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