

SYLLABUS

Name: New product project management (ZIPAOZ>SL3NPPM19S)

Name in Polish:

Name in English: New product project management

Information on course:

Course offered by department: Faculty of Organization and Management

Course for department: Silesian University of Technology

Default type of course examination report:

ZAL

Language:

English

Course homepage:

<https://platforma2.polsl.pl/roz/course/view.php?id=209>

Short description:

The didactic aim of the course is to get acquainted with the methods and tools used in the design of products and services.

Description:

The didactic aim of the course is to get acquainted with the methods and tools used in the design of products and services. An important element of the subject is the development and verification of the initial concept of a new product, including technical, marketing, economic and financial analysis. The knowledge gained during the classes on designing new products and services will allow for effective participation in the processes of designing innovative solutions in economic processes and effective cooperation within project teams.

It includes the following topics:

1. Organisational issues.
2. The importance of new products in an economy.
3. Product's functions and values.
4. Processes of searching of new products.
5. Product management mistakes.
6. The functional and structural analysis of a product.
7. New products in marketing strategy of an enterprise.
8. Input data in economic and financial analysis of a new product
9. Methods of economic and financial analysis of new product deployment.
10. Methods and tools of project management.

Bibliography:

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2. Drucker P.F.: „Management Challenges for the 21st Century”. HarperCollins Publishers, 2001.
3. Drucker P.F.: „Zarządzanie XXI wieku - wyzwania”. New media, Warszawa 2010.
4. Kelley T.: „The Art of Innovation”. Profile Business, 2002.
5. Kelley T.: „Sztuka innowacji”. New media, Warszawa 2010.
6. Praca zbiorowa pod redakcją B. Sojkina - „Zarządzanie produktem”. PWE, Warszawa 2003.. Wspomaganie komputerowe CAD/CAM. Wydawnictwo Naukowo-Techniczne, Warszawa 1997.
7. Berkun S.: „The Myths of Innovation”. O'Reilly Media, 2010
8. Dohn K., Gumiński A., Zoleński W.: Early Warning Concept in Identifying Risks in Business Activity. W: Risk Management in Public Administration. Wydawnictwo Palgrave Macmillan, 2017.
9. Dohn K., Gumiński A.: Key changes improving the quality of customer service of a logistics operator on a regional LSP market. W: Carpathian Logistics Congress. CLC'2015, Jeseník, Czech Republic, November, 4th - 6th 2015. VSB - Technical University Ostrava, Technical University in Kosice, AGH University of Science & Technology.
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12. Szatkowski K.: „Zarządzanie innowacjami i transferem technologii”. PWN, Warszawa 2016.
13. Knosala R., Boratyńska-Sala A., Jurczyk-Bunkowska M.: „Zarządzanie innowacjami”. PWE, Warszawa 2014.
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17. Tidd J., Bessant J.: „Zarządzanie innowacjami”. Wolters Kluwer Polska, Warszawa 2011.ett

Learning outcomes:

- (E1) - K2A_W10 - a student knows and understands selected issues in the field of advanced detailed knowledge typical of the field of study of management and production engineering.
- (E2) - K2A_U05 - a student is able to design - in accordance with a given specification - and make a simple technical system; implement a technological process using appropriately selected methods, techniques, tools and materials.
- (E3) - K2A_U14 - a student is able to lead the work of a team, interact with others as part of teamwork and take the role of the team leader.
- (E4) - K2A_K01 - a student is ready for critical evaluation of the acquired knowledge and received content.

Assessment methods and assessment criteria:

The student prepares a project for introducing a new product to the market as part of the project team.

The pass mark is to obtain 50% of the points in the final test.

Attendance at project classes is obligatory.

Course credits in various terms:

Management and Production Engineering, full-time master degree studies 3 sem. (ZIPAOZ-SM3)			
Type of credits	Number	First term	Last term
European Credit Transfer System (ECTS)	2	2020/2021-Z	