

SYLLABUS

Name: New product project management (ZIPAOZ>SM3NPPM19S)

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.

Bibliography:

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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.
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17. Tidd J., Bessant J.: „Zarządzanie innowacjami”. Wolters Kluwer Polska, Warszawa 2011.ett

Learning outcomes:

1. The student is able to determine market needs in terms of products and services
2. The student knows and applies the basic static and dynamic methods of assessing the economic effectiveness of projects
3. The student is able to prepare a product concept taking into account technical, marketing, legal and economic criteria
4. The student is able to cooperate in a project team
5. The student knows and can use the concepts of logistics management in the analysis of the possibility of introducing a product to the market
6. The student knows and is able to use basic logistics processes in designing new products and services

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.

Element of course groups in various terms:

Course group description	First term	Last term
missing group description in English (ZIPAOZ>SM3-19S-PLSIE)	2022/2023-Z	

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	2022/2023-Z	