

Study program: Engineering Management			
Type and level of studies: Master studies (second level of studies)			
Course unit: Product Management			
Teacher in charge: Miroslav Radojičić, Jasmina Vesić Vasović			
Language of instruction: English			
ECTS: 5			
Prerequisites: Knowledge of management, organization and information technology			
Semester: Winter			
Course unit objective			
Mastering the basic knowledge required to coordinate business functions in the development of products in the context of managerial functions.			
Learning outcomes of Course unit			
After passing the exam students know the determinants of product and production program. Students are skilled at using specific principles of product development, understanding the role and activities of product managers and applying the acquired knowledge in solving specific problems.			
Course unit contents			
<i>Theoretical classes</i>			
The product, concept, definition and main characteristics. The concept of life cycle of the product. Research and product development. Manage product development. Portfolio of products. Production program. Design of the production program. Optimization problems. Typical aspects of program orientation. Product Manager, the role and activities. Information systems to support decision-making on the manufacturing program.			
<i>Practical classes</i>			
Practices include application of curriculum program on solving practical problems (tasks) with appropriate software support			
Literature			
1. Sekaran U, Bougie R., Research Methods for Business - A Skill Building Approach, John Wiley & Sons, 2009.			
2. Gareth R. J., Contemporary Management, McGraw Hill, 2007.			
3. Thompson, A. A., Strickland A. J., Strategic management : concepts and cases, McGraw-Hill 2004			
Number of active teaching hours			Other classes
Lectures: 2	Practice: 2	Other forms of classes:	
Teaching methods			
Lectures are conducted using "ex cathedra" method with the presentation of teaching content. Practices are performed by a combination of methods "ex cathedra" and "case". A part of auditory practices is realized by "ex cathedra" method. The rest of the practices include the "case" method with interactive participation of students, which involves the analysis of case studies, preparation of project tasks from the scope of the subject content. Testing knowledge, assessment and the method of examination. Exam is written and / or oral.			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral examination	
Practical classes/tests	30	written examination	30
Seminars/homework	30	
Project			
Other			
Grading system			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	less than 50	Failing	