# **Syllabus**

1. Program information

1.1. Institution	BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle studies	Master Studies
1.6. Education type	Full-time
1.7. Program study	Digital Business and Innovation
1.8. Language study	English
1.9. Academic year	2021-2022

## 2. Course information

2.1. Name	Pr	Product Management								
2.2. Code										
2.3. Years of studies	2	2.4. Semester	1	2.5. Assess ment type	Exam	2.6. Course type	O (Mandatory)	2.7. No. of ECTS	of	6
2.8. Leaders	Lect. univ. dr. Roxana Clodniţchi roxana.clodnitchi@fabiz.ase.ro									

### 3. Total estimated time

	1	1	
3.1. Number of weeks	14.00		
3.2. Number of hours per week	2.00	of which	
		C (C)	1.00
		S (S)	1.00
3.3. Total hours from curriculum	28.00	of which	_
		C (C)	14.00
		S (S)	14.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual	122.00		
Time distribution for individual study			
Study the textbook, course support, bibliography and notes	45.00		
Further reading in the library, on the online platforms and field	45.00		
Preparing seminars, labs, homework, portfolios and essays	24.00		
Tutoring	3.00		
Examinations	4.00		
Other activities	1.00		

# 4. Prerequisites

4.1. About curriculum	- Operational and Strategic Management - Marketing - Communication & PR
	- Statistics
4.2. About skills	

5. Requirements

	2.04
for C(C)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.
for S(S)	The seminars will be sustained in room equipped with teaching multimedia and connected to internet.

## 6. Skills covered

Professionals	C1	Identification, in-depth analysis, interpretation and development of concepts within the business administration field, in correlation with information technology trends
	C2 Critical constructive research, generation, projection and implementation	
		business ideas and processes, within the context of business digitalization.
	C3 Development, knowledge and implementation of strategies and techni	
		communication and cooperation for the team within projects in the field of
		information technology

7. Course objective

7. Course objective		
7.1. General objective	The course aims to develop among students the knowledge and practical skills needed for PM.	
7.2. Specific objectives	Within this course, students will learn about the various roles and responsibilities of PM, where PM fits in a technology-based organization.  They will also learn how to formulate and articulate a product strategy, how to discover opportunities in the market and structure a product development process that best captures those opportunities, and how to bring a product to market and manage it through its lifecycle.	

#### 8. Course contents

	o. Course contents		
8.	1. C(C)	Teaching methods	Advices
1	Introduction:	- lectures and student	
	- Discussion on the disciplines' objectives and on the competences acquired as a result of learning	involvement in lectures with questions,	
	- Presentation of working methods and tools, and of the	comments, examples;	
	data sources	- interactive	
	- Presentation of the requirements and evaluation	presentations, debates,	
	standards during the course as well as for the final	simulations, mini-case	
	evaluation.	studies;	

Project assignment   involvement in lectures with questions, comments, examples;   - interactive presentations, debates, simulations, mini-case studies;   - lectures and student involvement in lectures with questions, comments, examples;   - interactive presentations, debates, simulations, mini-case studies;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involvement in lectures with questions, comments, examples;   - lectures and student involveme	2	Due do et management nales and manage likilities	la aturna and aturdant	
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simulations, mini-case			presentations, debates,	
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8 The PRD & Agile Software Development - lectures and student	8	The PRD & Agile Software Development	<del>1</del>	
involvement in lectures				

		with questions,
		comments, examples;
		- interactive
		presentations, debates,
		simulations, mini-case
		studies;
9	Usability Testing & Design Critiques	- lectures and student
		involvement in lectures
		with questions,
		comments, examples;
		- interactive
		presentations, debates,
		=
		simulations, mini-case
10		studies;
10		- lectures and student
	Product life cycle management	involvement in lectures
		with questions,
		comments, examples;
		- interactive
		presentations, debates,
		simulations, mini-case
		studies;
11	Project leadership	- lectures and student
	Financial responsibilities	involvement in lectures
		with questions,
		comments, examples;
		- interactive
		presentations, debates,
		simulations, mini-case
		studies;
12	Product management careers panel	- lectures and student
1,2	Froduct management careers paner	
		involvement in lectures
		with questions,
		comments, examples;
		- interactive
		presentations, debates,
		simulations, mini-case
		studies;
13	Product evolution	- lectures and student
		involvement in lectures
		with questions,
		comments, examples;
		- interactive
		presentations, debates,
		simulations, mini-case
		studies;
14	Examples of good practice	- lectures and student
		involvement in lectures
		with questions,
		comments, examples;
		comments, examples,

- interactive	
presentations, debates,	
simulations, mini-case	
studies;	

#### Bibliography:

- Marty Cagan Hardcover, 2017, INSPIRED: How to Create Tech Products Customers Love, John Wiley & Sons
- Dan Olsen, 2015, The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback, John Wiley & Sons
- Chris Vander Mey, 2012, Shipping Greatness: Practical lessons on building and launching outstanding software, learned on the job at Google and Amazon, O'Reilly Media
- Gayle Laakmann McDowell, Jackie Bavaro, 2013, Cracking the PM Interview: How to land a Product manager Job in Technology, Career Cup, LLC

8.2	. S(S)	Teaching methods	Advices
1	Introductory Seminar Project and Program Managers	<ul> <li>discussing various case studies and specific exercises</li> <li>student involvement in preparing and discussing case studies and the related exercises;</li> </ul>	
2	How the PM Role Varies	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
3	Engineering vs. design vs. product management	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
4	Exercises and simulations (Part 1)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
5	Exercises and simulations (Part 2a)	- discussing various case studies and specific exercises	

		- student involvement in	
		preparing and discussing	
		case studies and the	
		related exercises;	
6	Exercises on concept evaluation	- discussing various case	
		studies and specific	
		exercises	
		- student involvement in	
		preparing and discussing	
		case studies and the	
		related exercises;	
7	Exercises on customer interviews	- discussing various case	
		studies and specific	
		exercises	
		- student involvement in	
		preparing and discussing	
		case studies and the	
		related exercises;	
8	Discussing Agile PRD	- discussing various case	
0	Discussing Agric I KD	studies and specific	
		exercises	
		- student involvement in	
		preparing and discussing case studies and the	
0	Harlilla Tarina ( Daria Calia	related exercises;	
9	Usability Testing & Design Critiques	- discussing various case	
		studies and specific	
		exercises	
		- student involvement in	
		preparing and discussing	
		case studies and the	
10		related exercises;	
10	Go-to-market strategies	- discussing various case	
		studies and specific	
		exercises	
		- student involvement in	
		preparing and discussing	
		case studies and the	
		related exercises;	
11	Product life cycle management	- discussing various case	
	Case study	studies and specific	
		exercises	
		- student involvement in	
		preparing and discussing	
		case studies and the	
		related exercises;	
12	Case studies – presentation, discussion and evaluation of	- discussing various case	
	student projects	studies and specific	
	- -	exercises	

		- student involvement in
		preparing and discussing
		case studies and the
		related exercises;
13	Case studies – presentation, discussion and evaluation of	- discussing various case
	student projects	studies and specific
		exercises
		- student involvement in
		preparing and discussing
		case studies and the
		related exercises;
14	Case studies – presentation, discussion and evaluation of	- discussing various case
	student projects	studies and specific
		exercises
		- student involvement in
		preparing and discussing
		case studies and the
		related exercises
		- final conclusions for the
		seminar
		- grades communication
		to each student
		- grades explanations, if
		requested

#### Bibliography:

- Marty Cagan Hardcover, 2017, INSPIRED: How to Create Tech Products Customers Love, John Wiley & Sons
- Dan Olsen, 2015, The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback, John Wiley & Sons
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- Gayle Laakmann McDowell, Jackie Bavaro, 2013, Cracking the PM Interview: How to land a Product manager Job in Technology, Career Cup, LLC

# 9. Course contents corroboration with the demands of epistemic community representatives, professional associations and representative employers

The course content was correlated with local business requirements and International during various professional meetings and debates where the Lecturer took part Lecturer.

#### 10. Assessment

Activity	Assessment criteria	Assessment methods	Percentage in
			the final
			grade
10.1. S(S)	Progressive assessment	Active participation	40.00
		(10), projects (30)	

10.2. Final assessment	Summative assessment	Exam	60.00
10.3. Grading scale	Whole notes 1-10		
10.4. Minimum performance standard Obtaining minimum 50 points			

Completion date, 24.09.2018

Instructors,

Approval of date of department,

Director of department,