

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

3. Total estimated time

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	<ul style="list-style-type: none"> - Operational and Strategic Management - Marketing - Communication & PR - Statistics
4.2. About skills	

5. Requirements

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 of business ideas and processes, within the context of business digitalization.
	C3	Development, knowledge and implementation of strategies and techniques of communication and cooperation for the team within projects in the field of information technology

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	<p>Within this course, students will learn about the various roles and responsibilities of PM, where PM fits in a technology-based organization.</p> <p>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.</p>

8. Course contents

8.1. C(C)		Teaching methods	Advices
1	<p>Introduction:</p> <ul style="list-style-type: none"> - Discussion on the disciplines' objectives and on the competences acquired as a result of learning - Presentation of working methods and tools, and of the data sources - Presentation of the requirements and evaluation standards during the course as well as for the final evaluation. 	<ul style="list-style-type: none"> - lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies; 	

2	Product management roles and responsibilities Project assignment	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
3	Product strategy, roadmaps, and portfolio planning	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
4	Opportunity Identification and Selection The Strategic Elements of Product Development The New Products Process	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
5	Creativity and the Product Concept Finding and Solving Customers Problems	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
6	Analytical Attribute Approaches: Trade-Off Analysis and Qualitative Techniques.	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	Concept Evaluation System Concept Testing Customer Interview	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
8	The PRD & Agile Software Development	- lectures and student 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 studies;	
10	Go-to-market strategies Product life cycle management	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
11	Project leadership Financial responsibilities	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
12	Product management careers panel	- lectures and student 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;	

		- interactive presentations, debates, simulations, mini-case studies;	
<p>Bibliography:</p> <ul style="list-style-type: none"> - Marty Cagan Hardcover, 2017, <i>INSPIRED: How to Create Tech Products Customers Love</i>, John Wiley & Sons - Dan Olsen, 2015, <i>The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback</i>, John Wiley & Sons - Chris Vander Mey, 2012, <i>Shipping Greatness: Practical lessons on building and launching outstanding software, learned on the job at Google and Amazon</i>, O'Reilly Media - Gayle Laakmann McDowell, Jackie Bavaro, 2013, <i>Cracking the PM Interview : How to land a Product manager Job in Technology</i>, Career Cup, LLC 			

8.2. S(S)		Teaching methods	Advices
1	Introductory Seminar Project and Program Managers	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
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 studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
9	Usability Testing & Design Critiques	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the 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 Case study	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
12	Case studies – presentation, discussion and evaluation of student projects	- discussing various case studies and specific exercises	

		- student involvement in preparing and discussing case studies and the related exercises;	
13	Case studies – presentation, discussion and evaluation of student projects	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
14	Case studies – presentation, discussion and evaluation of student projects	- discussing various case 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
- 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

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 (10), projects (30)	40.00

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,