



## COURSE SYLLABUS

### Produktstyrning Product management 7.5 credits (7,5 högskolepoäng)

**Course code:** IY1442

**Main field of study:** Industrial Economics and Management

**Disciplinary domain:** Technology

**Education level:** First cycle

**Specialization:** GIF - First cycle, has less than 60 credits in first cycle course/s as entry requirements

**Subject area:** Industrial Engineering and Management

**Language of instruction:** English

**Applies from:** 2021-01-18

**Approved:** 2020-10-01

#### 1. Decision

This course is established by Dean 2020-05-06. The course syllabus is approved by Head of Department of Industrial Economics 2020-10-01 and applies from 2021-01-18.

#### 2. Entry requirements

Completed courses of 30 credits in technology of which at least 6 credits in industrial economics and management.

#### 3. Objective and content

##### 3.1 Objective

The course aims to develop the student's knowledge in product management, including product strategies and product planning as well as the development and marketing of products. The aim is also to develop the student's insight into the role of product management and the product manager in achieving profitable products throughout the life cycle and long-term profitable product portfolios.

##### 3.2 Content

The course explores the Product Managers role and responsibilities across the product life cycle; techniques to understand and validate customer needs and product success; application of the knowledge and skills needed to research, position, design, develop, launch, optimize, and grow products; new product development and delivery methodologies and their impact on product and customer. The course begins with a brief overview of the product management, and step by step moves to topics in regard to managing the product development process.

#### 4. Learning outcomes

The following learning outcomes are examined in the course:

##### 4.1 Knowledge and understanding

On completion of the course, the student will be able to:

- understand a product manager's role in product ideation, positioning, feature design and documentation.
- validate customer needs and product success, as well as new product development and delivery methodologies and their impact on product and customer.

##### 4.2 Competence and skills

On completion of the course, the student will be able to:

- describe the main assignments and the areas of responsibility for a product manager over the whole life cycle of the product in industrial and technology-intensive environment
- choose tools and methods for product development process, go-to-market, measurement/optimization

##### 4.3 Judgement and approach

On completion of the course, the student will be able to:

- apply the knowledge and skills needed in developing, launching, optimizing, and growing products.
- develop key attributes of a successful Product Manager (PM).

## 5. Learning activities

Lectures will be the main learning activities. In each class, students are required to discuss the reading materials, participate in the discussion sessions, and dive into in-class practices.

## 6. Assessment and grading

Modes of examinations of the course

Code	Module	Credits	Grade
2105	Oral presentation	1 credits	GU
2115	Written report	1.5 credits	GU
2125	Opposition	1 credits	GU
2135	Written assignment	4 credits	AF

The course will be graded A Excellent, B Very good, C Good, D Satisfactory, E Sufficient, FX Fail, supplementation required, F Fail.

The course-PM for each course revision should include the assessment criteria and make explicit in which modes of examination that the learning outcomes are assessed.

An examiner can, after consulting the Disability Advisor at BTH, decide on a customized examination form for a student with a long-term disability to be provided with an examination equivalent to one given to a student who is not disabled.

## 7. Course evaluation

The course evaluation should be carried out in line with BTH:s course evaluation template and process.

## 8. Restrictions regarding degree

The course can form part of a degree but not together with another course the content of which completely or partly corresponds with the contents of this course.

## 9. Course literature and other materials of instruction

Matt Lemay, Product Management In Practice (2017), O'Reilly Media, Inc.USA, ISBN: 9781491982273.

A list of articles will be added as course compendium.