

Basic data of the subject	
Academic Unit:	Faculty of Architecture, Design and Wood Technology
Subject title:	Principles and Implementation of Product Management
Study level:	Master
Subject status:	Mandatory
Years of study:	I
Number of hours per week:	4
Value of credits - ECTS:	6
Time / location:	
Lecturer of the subject:	Prof. As. Dr. Sokol Krasniqi
Contact details:	sokol.krasniqi@ushaf.net
Subject description:	
	Identifying Customer Needs and Market Research, Marketing Influence on New Product Development, Concept Generation, Market Needs for Innovative Product Access, Globalization as a Determinant of Product Development, Product Design Cycle, Technology and Product Valuation Market, Introduction to Industrial Design and Human Factors, Estimation of Production Costs, Introduction to Business Plans.
Purpose of subject:	
	The purpose of this subject is to familiarize students with the way to develop a continuous need for new products and to manage all aspects of the discovery, design, development and support of these products. The current product and management of the development of a new product, with the reasonableness of developing current and new products in the enterprise and managing new ones, managing the development stages of a new product, with the resources of ideas for developing a new product, know about the cost and the profit if they invest in the development of the current or new product.
Expected learning outcomes:	
	After successful completion of the course, the student should benefit from: <ul style="list-style-type: none"> • General for product and its development, on how to manage the development of a new product in the enterprise, for the stages of development of a new product • To design plans for the development of a new product in the enterprise, product development management in the enterprise, to

	<p>identify the need and adequate time to develop a product in the enterprise</p> <ul style="list-style-type: none"> • Competent and active participants in the supervisory team for the development of new product in the enterprise, to carry out an analysis of the needs and time to start developing a product development plan in the enterprise, • Lead and supervise the development of new product in the enterprise
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**Contribution to student workload
(which should correspond to the students learning outcomes)**

Activity	Hours	Days/week	Total
Lectures	4	13	52
Theoretical / laboratory exercises			
Practical work	1	5	5
Contacts to the Lecturer / Consultations	1	5	5
Field exercises			
Tests, student seminars			
Home work	1	10	10
Time of self-study (in the library or home)			35
Final preparation for the exam	2	2	4
Time spent in assessment (tests, quiz, final exam)	3	2	6
Projects, presentations, etc.	1	10	10
Total			127

Teaching methodology:	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies that will be discussed in the group, learning based on a presented problem, student presentation and role play, practical lessons for the subject and commitment of the student to present the knowledge gained during the lecture.
Assessment methods:	Exam ----- 50 point Workshop Seminar-Case Study, Research ----- 50 point
Facility equipment's - TI	Use of table, internet, wireless, computer, projector, power point, etc.
Relationship between the theoretical and practical part of the study	60% 40%

Literature

Basic Literature	1. Philip Kotler & Gary Armstrong „Parimet e marketingut” botimi i 13-te, Tirane 2013,
Additional Literature	2. Besim Beqaj, PhD: “Menaxhimi i zhvillimit te produkteve te reja”, Prishtine 2008, 3. Philip Kotler and Kevin Lane Keller – “Menaxhimi i Marketingut” – Londer 2008, edicioni i tetë,
Designed plan of teaching:	
Weeks	Lecture to be held
Week 1:	Presentation - Introduction of students with the subject syllabus, Introduction - Product and Perception
Week 2:	Identifying customer needs and market research
Week 3:	The role of marketing in the development of new products, seminar work
Week 4:	Generating concepts
Week 5:	Market needs for innovative approaches to products, presentation by students
Week 6:	Globalization as a determinant of product development, student presentation
Week 7:	The product life cycle
Week 8:	Product design, presentations of students
Week 9:	Technology and market assessment as the determinant of the product
Week 10:	Introduction to Industrial Design and Human Factors, Presentation of Students
Week 11:	Estimation of production costs
Week 12:	Importance of product for the consumer, presentation of students
Week 13:	Trademarks as product specific
Week 14:	Classification of products, presentations by students
Week 15:	Product - the reasons for its failure to market, presentation
Academic Policies and Rules of Conduct:	
Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.	