

Academic unit:	Faculty of Management in Hospitality and Tourism
Title of the subject:	Market and product development
Level:	Bachelor
Course Status:	Obligation
Year of studies:	III
Number of hours per week:	3
Value of Credits - ECTS:	5
Time / location:	USHAF
Course lecturer:	Prof.As.Dr. Sejdi Hoxha
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Course Description	
	This course is designed to enable students to create basic knowledge about the connection between theoretical and practical aspects in the commercial aspect of market development and products. Good knowledge of market and product specifications by incorporating that in its design phase increases its competitive advantages in the market and product development.
Objectives of the course:	The aim of the course is to acquaint students with the real approach and challenges of modern economics related to market and product development in a competition. Product definition in accordance with technical specifications and implementation of customer requirements as well as cost and production implications of the product. Building the idea for designing the production process based on the technological process. Familiarity with decision-making models and the application of optimizing elements of the production line in accordance with market conditions and the requirements of the modern economy..
Expected learning outcomes:	Upon completion of this module, students will be able to: <ul style="list-style-type: none"> • To know the development of market demands • To know the functions of the market • Know the specified product requirements • Distinguish between commercial and technical requirements related to the product • To know how to prioritize operations in the market process • . To know how to design the line based on the market and product development process
Contribution to the student load (which must correspond with learning outcomes)	

Activity	Hour	Day/Week	In total
Lectures with lab tutorials	2	15	30
Theoretical exercises, case studies			
Internship	2	12	24
Contacts with teacher / consultations	1	6	6
Field exercises			
Midterm, seminars and projects.	2	2	4
Homework	2	10	20
Self-learning time student (at the library or at home)	2	15	30
Final preparation for the exam	1	10	10
Time spent on evaluation (tests, quiz and final exam)			
Projects and presentations.	1	1	1
Total			125
Teaching (and learning) methodology			
	In the lectures and exercises will be offered theoretical knowledge elaborated in the practical aspect, while the same will be deepened through exercises and examples and simulations with students. All methods that will be treated will be applied adequate example of market and product development.		
Assessment methods:			
	Exam content: Assignment, as seminar paper and final exam, Attendance at lectures: 10% Tests and I: 35% Tests and II: 35% Seminar paper: 20% Design assignment: Total: 100%		
Concreting tools - IT			
	Table use, Internet, computer, projector, Powerpoint, etc.		
Literature			
Basic Literature:	<ol style="list-style-type: none"> 1. Prof. Dr. Besim Beqaj - Development management new products in Kosovo, Dissertation Doctorate, Prishtina, 2003 2. Ferit Idrizi, Development of products and technological processes, script, 2017 		
Additional Literature	1. Steven Haines: The Product Managers Desk Reference, McGraw-Hill, USA 2009		

	<p>2. Rodger G. Schroeder: Operations Management Contemporary Cases and Concepts McGraw-Hill, USA, 2000</p> <p>3. Michell P. Groover, Automation, production system and computerintegrated Manufacturint, Pearson, 2016</p> <p>4. Cooper, R. G. 2001. Wining at new products. Persus Publishing. Cambridge,</p>
Designed learning plan	
Week	Lectures and exercises to be held
Week one:	Course objective-Syllabus;
Week two:	Introduction to Product Development.
Week three:	Integral product development .. Classical and modern product life cycle approach.
Week four:	Market and product development.
Week five:	Market and product development requirements.
Week six:	Product Design and Decision Making.
Week seven:	Management functions in market development and product marketing
Week eight:	Innovations and technological development process
Week nine:	product
Week ten:	Product design and quality management.
Week eleven:	Market structure and production system.
Week twelve:	Reflection of the combination of instruments of
Week thirteen:	marketing mix in the development of new products
Week fourteen:	Product pricing and management
Week fifteen:	Product distribution management
Academic policies and rules of conduct	
The student is obliged to attend lectures regularly and to behave appropriately to colleagues and staff of the University, keeping calm and interactive engagement during lectures and exercises is mandatory.	