



SUBJECT DATASHEET

PRODUCT MANAGEMENT

BMEGT52AT07

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

PRODUCT MANAGEMENT

ID (subject code)

BMEGT52AT07

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of assessment

mid-term
grade

Number of credits

3

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Tóvölgyi Sarolta	assistant professor	tovolgyi.sarolta@gtk.bme.hu

Educational organisational unit for the subject

Department of Ergonomics and Psychology

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **BSc in Industrial Design Engineering**
Subject Role: **Compulsory**
Recommended semester: **0**

Direct prerequisites

<i>Strong</i>	None
<i>Weak</i>	None
<i>Parallel</i>	None
<i>Exclusion</i>	None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580515/8/2024 registration number. Valid from: 26.06.2024.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The basic objective of the subject is to get to know different product management topics and the special areas of product management during the lectures, to acquire them and to process them in practice.

Academic results

Knowledge

1. They have a comprehensive knowledge of the key product-related concepts used in product management,
2. They know the product management tools and product innovation processes currently used in the market,
3. They know the user-centered product management methods,
4. They know the role of design as a value creator in product management,
5. They know familiar with the challenges facing businesses in the field of product management and the adequate organizational solutions needed to jump them,
6. They are familiar with the Design for All approach and how it can be applied in product management,
7. They know how to apply the environmental approach to product management.

Skills

1. They are able to systematize the acquired knowledge into a system (model) and view it in a complex way,
2. They are able to establish contacts with small actors and to collect and organize information,
3. They are able to establish contacts with small actors and to collect and organize information,
4. They are able to express their thoughts in an orderly form, orally and in writing.

Attitude

1. They collaborate with the lecturer and fellow students in expanding knowledge,
2. They expand their knowledge with continuous acquisition of knowledge,
3. They are open to the use of information technology tools.

Independence and responsibility

1. They independently seek and contact market participants,
2. They openly accept substantiated critical remarks,
3. In some situations, as part of a team, they work with their fellow students to solve tasks,

Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques, group assignments

Materials supporting learning

- 1. Antalovits M., Süle M. (szerk.) (2012): Termékmenedzsment. Typotext Kiadó, Baccalaureus Scian-tiae Tankönyvek sorozat, Budapest.
- <https://interkonyv.hu/konyvek/antalovics-sule-termekmenedzsment/>
-

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The assessment of the learning outcomes set out in point 2.2. is based on an assignment (made in groups) and quiz questions.

Performance assessment methods

Mid-semester assessment: Summative academic performance evaluation: complex, written way of evaluating the ability-type competence

elements of the subject and knowledge in the form of a assignment made in groups, plus quiz questions related to the lectures.

Percentage of performance assessments, conducted during the study period, within the rating

- csoportos beadandó: 75
- kvíz kérdések: 25
- összesen: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	90
Very good	85-89
Good	70-84
Satisfactory	55-69
Pass	40-54
Fail	< 40

Retake and late completion

The assignment made in groups may be turned in til the end of the replacement week. One set of quiz questions can be re-written on the last week of the semester.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	28
felkészülés az összegző teljesítményértékelése	50
felkészülés a kvízkérdésekre	12
összesen	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 03.06.2024.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett kurzusok sillabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

- 1 A termékinnováció folyamata, valamint az annak során alkalmazható felhasználó-központú termékmenedzsment módszerek.
- 2 A piacon aktuálisan alkalmazott termékmenedzsment eszközök, termékinnovációs folyamatok.
- 3 A design mint értékteremtő szerepe a termék fejlesztése során.
- 4 A vállalkozásokat a termékmenedzsment területén érő kihívások, és az azok megugrásához szükséges adekvát szervezeti megoldások.
- 5 Design for All szemlélet és érvényesülésének lehetőségei a termékmenedzsmentben.
- 6 A környezettudatosság szemléletének termékmenedzsmentben történő alkalmazásának lehetőségei.

Additional lecturers

Dr. Szabó Bálint egyetemi adjunktus szabo.balint@gtk.bme.hu

Approval and validity of subject requirements