SUBJECT DATASHEET

PRODUCT DEVELOPMENT MANAGEMENT

BMEGT52M011

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
PRODUCT DEVELOPMENT MANAGEMENT

ID (subject code)	BMEGT52M011

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	2
Practice	0
Laboratory	1

Type of assessment
exam

Number of credits
4

Subject Coordinator

Name	*Position*	*Contact details*
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

Direct prerequisites

Strong	None
Weak	None
Parallel	None
Exclusion	None

Validity of the Subject Description
Pre-2017, next review September 2021.

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 as a comprehensive knowledge of the most important product-related terms used in product management,
2. They know the generations of product innovation models, and the elements of the product innovation process,
3. They have a comprehensive knowledge of the elements of the organizational framework of product de-velopment, the forms of team work during product development,
4. They are familiar with user-centred product design methods, aspects of user profile and user characteris-tics identification,
5. They are aware of the emergence of consumer protection, especially product safety aspects and require-ments in the product development process,
6. They know the role of design as a value creator in product development, the peculiarities of the design management approach and design thinking,
7. They know the forms of intellectual property protection related to product development, the conditions for their acquisition.

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 are open to the knowledge and acceptance of professional, technological development and innova-tion in the technical field, to its authentic mediation,
2. They collaborate with the lecturer and fellow students in expanding knowledge,
3. They expand their knowledge with continuous acquisition of knowledge,
4. 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,
4. They take a systemic approach to their thinking.

Teaching methodology

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

Materials supporting learning

- Antalovits M., Süle M. (szerk.) (2012): Termékmenedzsment. Typotext Kiadó, Baccalaureus Scian-tiae Tankönyvek sorozat, Budapest. https://interkonyv.hu/konyvek/antalovics-sule-termekmenedzsment/
- Izsó L., Becker Gy. (szerk.) (2011): Termékélmény. Akadémiai Kiadó Budapest.
- Hercegfi K., Izsó L. (szerk.) (2007): Ergonómia. Typotext Kiadó, Baccalaureus Sciantiae Tanköny-vek sorozat, Budapest.

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 a dissertation made in groups to be submitted, its presentation and an oral exam.

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 dissertation made in groups. Assessment in exam period: Presentation of the dissertation made in groups. Oral performance evaluation (oral exam): oral examination of the curriculum acquired during the semester based on the lesson materials.

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

- **összegző tanulmányi teljesítményértékelés (írásos anyag)**: 50%
- **összesen**: 50%

Percentage of exam elements within the rating

- **oral exam** : 20%
- **összegző tanulmányi teljesítményértékelés (prezentáció)**: 30%
- **calculating the mid-semester results** : 50%
- **Sum**: 100%

Conditions for obtaining a signature, validity of the signature

To obtain the signature, resulting at least 40% of the score of the dissertation, its presentation and the oral exam according to section 3.3 is necessary. The obtained signature is valid for the period according to the general rules of the university.

Issuing grades

Excellent	> 90
Very good	85-89
Good	70-84
Satisfactory	60-69
Pass	40-59
Fail	< 40

Retake and late completion

The dissertation made in groups can be handed in (late) according to the general rules of the university. The oral exams can be amended according to the general rules of the university.

Coursework required for the completion of the subject

3 14

48

30

120

Approval and validity of subject requirements

Pre-2017, next review September 2021.

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. Gyakorlat jellegű órai feladatok Egyéni és csapaterősségek, teammunkát támogató szoftverek Folyamatmodellezés célja, valamint az ARIS Express folyamatmodellező
szoftver Gyakorlati óra külső helyszínen (sikeresen termékfejlesztési és termékmenedzselési gyakorlat megismerése helyszíni látogatás során).

1 ömlesztett
2 Termékinnovációs modellek generációi, a termékfejlesztés folyamata és folyamatmodellezés
3 A termékfejlesztés szervezeti keretei, csapatmunka a termékfejlesztésben
4 A sikeres termékinnováció menedzsment kérdései
5 Szoftvertermékek fejlesztési folyamatai, UX és Experience Design
6 Szabadalom, versenyelőny termékújdonság témakörhöz köthető iparjogvédelmi szempontok a termékfejlesztésben
7 Fogyasztóvédelmi szempontok a termékfejlesztésben
8 A reklám termékfejlesztésben betöltött szerepe
9 Design thinking és service design. A design szerepe az innovációban.
10 A termékfejlesztés speciális területei (vendégelőadások különféle piaci szereplőkkel)

Additional lecturers

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Dr. Lógó Emma	egyetemi docens	logo.emma@gtk.bme.hu
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Approval and validity of subject requirements