



**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

#### Direct prerequisites

<i>Strong</i>	None
<i>Weak</i>	None
<i>Parallel</i>	None
<i>Exclusion</i>	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 a comprehensive knowledge of the key product-related concepts used in product management,
2. They are familiar with the product innovation process and the user-centred product management methods that can be used in it,
3. They know the product management tools and product innovation processes currently used in the market,
4. They know the role of design as a value creator in product development, the peculiarities of the design management approach and design thinking,
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 aware of the concept, process and steps of product discovery and product-led growth,
7. They know the product management tasks and activities related to advertising during product development.

#### 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 innovation 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

- 1. Antalovits M., Süle M. (szerk.) (2012): Termékmenedzsment. Typotext Kiadó, Baccalaureus Scienciae Tankönyvek sorozat, Budapest.
- <https://interkonyv.hu/konyvek/antalovics-sule-termekmenedzsment/>
- Izsó L., Becker Gy. (szerk.) (2011): Termékélmény. Akadémiai Kiadó 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 group dissertation and its presentation (Type 1), or an individually prepared dissertation and a mid-term exam (Type 2), and quiz questions (Type 1 and 2).

#### 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 and its presentation, or an individually prepared dissertation and a mid-term exam.

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

- egyéni beadandó: 50%
- zárthelyi dolgozat – mid-term exam: 30%
- kvíz kérdések: 20%
- összesen: 100%
- csoportos beadandó: 80%
- kvíz kérdések: 20%
- 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	60-69
Pass	40-59
Fail	< 40

##### Retake and late completion

Min. 40% score have to be achieved in the mid-semester exam. The mid-term exam can be complemented in the last week of the semester.

The mid-term exam can also be written for correction purposes. In case of correction, the later of the previous and the new result is taken into account. One set of quiz questions can be re-written on the last week of the semester. The individually prepared dissertations and the ones made in group may be turned in til the end of the replacement week.

#### Coursework required for the completion of the subject

Tevékenység – Type 1

2 14

14

27

21

90

Típus -Type 2

2 14

14

48

90

#### 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.

- 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, a design-menedzsment szemlélet és a design gondolkodás sajátosságai
- 4 A vállalkozásokat a termékmenedzsment területén érő kihívások, és az azok megugrásához szükséges adekvát szervezeti megoldások
- 5 A termékprobléma-azonosítás és feltárás (product discovery) fogalma, folyamata, lépései
- 6 A termékvezérelt növekedés (product-led growth) fogalma, folyamata, lépései
- 7 A termékfejlesztéshez kapcsolódó, reklámozást érintő termékmenedzsment feladatok, tevékenységek

### Additional lecturers

Szabó Bálint	tanársegéd	szabo.balint@gtk.bme.hu
Orbulov Vanda	Ph.D. hallgató	orbulov.vanda@gtk.bme.hu
Dr. Hámornik Balázs	egyetemi adjunktus	hamornik.balazs@gtk.bme.hu
Dr. Zétényi Tamás	címzetes egyetemi docens	zetenyi.tamas@gtk.bme.hu

### Approval and validity of subject requirements