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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | |  | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Engineering Management** | | |
| Study Module (if applicable) | | | | Industrial management | | |
| Course title | | | | PRODUCTS MANAGEMENT | | |
| Level of study | | | | ☐ Bachelor ☒ Master’s ☐ Doctoral | | |
| Type of course | | | | ☐ Obligatory ☒ Elective | | |
| Semester | | | | ☒ Autumn ☐ Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer / lecturers | | | | Saša Ranđelović | | |
| Teaching mode | | | | ☒Lectures ☐Group tutorials ☐ Individual tutorials  ☐ Laboratory work ☒ Project work ☐ Seminar  ☐ Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Known by students of the importance of the owner of the product for the company and society as a whole. Consideration of the role of engineers in the design and development of new products for the market and technical and technological progress. Presentation of all elements of the product of both existing and new ones that may be of interest to the global market economy. Students for this course will be able to know and recognize the most important elements of the wider range of products that should be expressed by the possibilities and advantages of engineering thinking for future improvement and adaptation to the specific requirements of the market. | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **Theory: 1.** The definition of production and production programs. 2. The life cycle and sustainability product. 3. Manage basic product characteristics. 4. Quality, reliability, functionality, 5. Design, packaging, price. 6. The development and creation a new product for the market. 7. Product range. 8. The implementation of customer requirements. 9. Product placement on market 10. Promotions a marketing and product 11. Distribution, maintenance and service. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| ☒ Serbian (complete course) ☒ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  ☐Serbian with English mentoring ☐ Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **5** | | **Written examination** | | | **20** |
| **Practical teaching** | **5** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |