**Applied Project (ECTS credits: 6)**

**Course description:**

For the completion of the course, students have to write an applicable project. While writing the project, they will gain and show competence in project-related activities and tasks, moreover they will also be aware of economy-related issues with regard to the given project.

**Aims, Goals and Outcomes:**

After completing the course, the students will have learned about the relevance of customer interaction, pricing, and profit maximization. Furthermore, they will learn all the activities of the product manager with regard to product planning, product's life cycle, and incremental development, along with the relevance of quality, design, branding, package, style, fashion and ecological and ergonomic properties of the product.