**Product and service development (ECTS credits: 6)**

Language: the course is offered in English, Serbian and Hungarian.

Contact person: Dr. Lívia Szedmina (slivia@vts.su.ac.rs)

**Course description:**

The course covers some aspects of product and service development, focusing on skills needed as a product and service manager, including the definition and basic characteristics of the product as such, the work, role and activities of a product manager – DFX, product modification management, management of new product development, functional requirements and decomposition, translation of market (customer) requirements into a product, management decisions regarding product price, promotion, distribution and user service. The students will create a seminar work based on an existing product, implementing all options for improving the product’s characteristics by using the tools covered in during the course.

**Aims:**

The goals are the following: The students will be able to comprehend the definition and essential aspects of the end product and manufacturing process. The students will acquire knowledge on how to plan a product, be aware of the product’s life cycle, modify existing products and develop new products. The students will be able to manage product characteristics (quality, design, brand, tags, packaging, style, environmental and ergonomic traits), customer requirements, price, range, promotion and product distribution.