**Product Management (ECTS)**

Language: the course is offered in Serbian and Hungarian.

**Course description:**

Main topics in this course are activities and tasks of product and service management, the role of managers in product and service planning, product management strategies in line with company strategies, creating a sustainable lifecycle of products and services, managing changes on existing products along with modifications of functional characteristics, quality enhancement and style modification according to a given phase of the life cycle. The course also deals with planning and managing the development of new products and services, a cost model for developing new products, a holistic approach to integral demand modeling, generating and testing new concepts, and product design according to individual customer requirements and Mass Customization & Personalization configurators. Moreover, it deals with creating post-sale services as a way to manage a product and case studies.

**Aim:**

The objective of the Product Management is to master: (1) advanced product management methods and techniques and its characteristics at all stages of the life cycle, (2) knowledge and skills in the development of new products and family of products, synchronized through teamwork (3) according to individual user requirements and product configurators, the management of products and services relies on the subject of product development and aims to deepen the knowledge and skills in the subject area by developing an entrepreneurial approach in order to product management for students through the ability and to both detect and solve product defects. Creative thinking and innovation in order to overcame competition and determination in making management decisions.

**Learning outcomes:**

By successfully completing all obligations and taking the exam, students are trained to

(1) implement a product management strategy, i.e. (2) monitor, spot, and respond to product deficiencies by initiating and directing marketing and IR activities to eliminate them, (3) planning the development of new products and their families (4) using advanced techniques for integral demand management and function. The characteristics of products, necessary for entrepreneurs to generate innovative solutions.