

Valid for 2024.FS

<b>Module Name: Product Development Management</b>	
Module Code	w.BA.XX.3PDM-MA.XX
Module Description	This module is an introduction to modern product development management. The primary aim is that students understand the role and goals of product management in a modern setting. Students learn and apply basic frameworks required in the different phases of the product lifecycle, whereby products are defined as tangible and intangible offerings to the market.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Helen Vogt (vogh)
Deputy Module Coordinator	Manuel Holler (holr)
Prerequisite Knowledge	Marketing (2Mark)
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § explain the key concepts of product management. § apply appropriate tools for each phase of a product lifecycle. § analyze the market environment and assess the potential of new markets. § identify important stakeholders and clarify requirements. § create and use low fidelity MVPs to facilitate customer testing. § develop a business case based on market feedback. § present and justify the business case in an oral presentation. § give feedback on presentations of other students.
Module Content	§ Fundamentals and definitions of product management § Stakeholder analysis and market insights § Customer - problem - solution analysis § MVP (minimal viable product) development and testing § Developing and communicating the value proposition § Data-based product management § Pricing and launching new products § Platform business models § Sustainable product management
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2Mark.XX

Methods of Instruction	§ Lecture § Exercises § Project Work	<b>Social Settings Used:</b> § Individual Work § Group Work		
Digital Resources	§ Teaching Videos § Teaching Materials			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	48 h	-		
Small Class	-	-		
Group Instruction	8 h	-		
Practical Work	-	64 h		
Seminar	-	-		
<b>Total</b>	<b>56 h</b>	<b>64 h</b>	<b>60 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Written exam	Specified documentation	60	60,00 %	
<b>Permitted Resources</b>	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Talk/oral presentation	Grade	15	40,00 %	
Classroom Attendance Requirement	Mandatory Attendance: None			
Language of Instruction/Examination	English			
Compulsory Reading	-			
Recommended Reading	Glaubinger, K., Rabl, M. & Swan, S. (2015). Innovation and Product Management. Berlin Heidelberg: Springer. ISBN 978-3-642-54376-0.			
Comments	-			