

Module description: Product Development Management		
Module Code	w.BA.XX.3PDM-MA.XX	
ECTS Credits	6	
Language of Instruction/Examination	English	
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.	
Organizational Unit	Institut für Marketing Management	
Module Coordinator	Helen Vogt	
Deputy Module Coordinator	Manuel Holler	
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	Module Type Compulsory	Program Phase Main Study Period
Prerequisite Knowledge	Marketing (2Mark)	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • 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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• 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 by other students.			
Module Content	<ul style="list-style-type: none">• 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	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.2Mark.XX			
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Teaching Materials• Documenting tasks and group work on Miro			
Methods of Instruction	<ul style="list-style-type: none">• Lecture• Exercises• Project Work• Case Studies• Interactive Instruction• Application Tasks		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group Work	
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Lecture	-	-	
	Large Class	48 h	-	
	Small Class	-	-	
	Excercise	-	-	
	Project Work	-	-	
	Group Instruction	8 h	-	
	Seminar	-	-	
	Practical Work	-	64 h	
	Seminar	-	-	
	Total	56 h	64 h	60 h

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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		Specified documentation	60	60.00
	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others		Assessment	Format	Length (min.)
	Talk/oral presentation		Grade	Gruppenarbeit	15
Classroom Attendance Requirement	<p>Other</p> <p>Participation is mandatory for specific weeks/classes. This will be communicated at the beginning of the module.</p>				
Compulsory Reading					
Recommended Reading	<ul style="list-style-type: none"> Glaubinger, K., Rabl, M. & Swan, S. (2015). Innovation and Product Management. Berlin Heidelberg: Springer. ISBN 978-3-642-54376-0. 				
Comments					