



UNIVERSITY OF NIŠ

Course Unit Descriptor	Faculty	
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GENERAL INFORMATION

Study program	Engineering Management
Study Module (if applicable)	Industrial management
Course title	PRODUCTS MANAGEMENT
Level of study	<input type="checkbox"/> Bachelor <input checked="" type="checkbox"/> Master's <input type="checkbox"/> Doctoral
Type of course	<input type="checkbox"/> Obligatory <input checked="" type="checkbox"/> Elective
Semester	<input checked="" type="checkbox"/> Autumn <input type="checkbox"/> Spring
Year of study	First
Number of ECTS allocated	7
Name of lecturer / lecturers	Saša Randelović
Teaching mode	<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Group tutorials <input type="checkbox"/> Individual tutorials <input type="checkbox"/> Laboratory work <input checked="" type="checkbox"/> Project work <input type="checkbox"/> Seminar <input type="checkbox"/> Distance learning <input type="checkbox"/> Blended learning <input type="checkbox"/> Other

PURPOSE AND OVERVIEW (max. 5 sentences)

Known by students of the importance of the owner of the product for the company and society as a whole. Consideration of the role of engineers in the design and development of new products for the market and technical and technological progress. Presentation of all elements of the product of both existing and new ones that may be of interest to the global market economy. Students for this course will be able to know and recognize the most important elements of the wider range of products that should be expressed by the possibilities and advantages of engineering thinking for future improvement and adaptation to the specific requirements of the market.

SYLLABUS (brief outline and summary of topics, max. 10 sentences)

Theory: 1. The definition of production and production programs. 2. The life cycle and sustainability product. 3. Manage basic product characteristics. 4. Quality, reliability, functionality, 5. Design, packaging, price. 6. The development and creation a new product for the market. 7. Product range. 8. The implementation of customer requirements. 9. Product placement on market 10. Promotions a marketing and product 11. Distribution, maintenance and service.

LANGUAGE OF INSTRUCTION

- Serbian (complete course) English (complete course) Other _____ (complete course)
- Serbian with English mentoring Serbian with other mentoring _____

ASSESSMENT METHODS AND CRITERIA

Pre exam duties	Points	Final exam	points
Activity during lectures	5	Written examination	20
Practical teaching	5	Oral examination	50
Teaching colloquia	20	OVERALL SUM	100

***Final examination mark is formed in accordance with the Institutional documents**