



## UČNI NAČRT / COURSE SYLLABUS

<b>Predmet / Course</b>	<b>Produktno vodenje / Product Management</b>
<b>Šifra predmeta / Course Code</b>	B13PRVOD-PRV6-PSD
<b>Nosilec predmeta / Course Coordinator</b>	*Pred. mag. Melanja Korošec
<b>Vrsta predmeta / Type of the course</b>	Izbirni/Elective
<b>Jezik / Language</b> - Vaje / Tutorials - Predavanja / Lecture	Slovenski / Slovene    Angleški / English Slovenski / Slovene    Angleški / English
<b>Študijski program / Programme</b>	Poslovanje v sodobni družbi (1. stopnja) / Business in Contemporary Society (1st Cycle)
<b>Letnik / Year</b>	3.
<b>Pogoji za vključitev / Requirements</b>	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
20	40	0	90	150	6

### Vsebina / Content:

<p>Produktno vodenje se osredotoča na strateški razvoj in stalno upravljanje življenjskega cikla izdelka ali storitve. To vključuje nenehne izboljšave, prilagajanje in inovacije za izpolnjevanje potreb strank in spodbujanje rasti podjetja.</p> <p>Predmet produktno vodenje vam bo dal celovit vpogled in razumevanje strateškega razvoja in upravljanja izdelkov ali storitev v njihovem celotnem življenjskem ciklu. Naučili se boste ključnih konceptov za načrtovanje in upravljanje izdelka, kot so raziskave in analize trga, strategija in vizija izdelka, oblikovanje, osredotočeno na uporabnika, agilne metodologije, trženje in lansiranje izdelka, upravljanje odnosov s strankami in merjenje učinkovitosti izdelka ter spremljanje življenjskega cikla izdelka.</p> <p>Učni načrt zajema razvoj spretnosti na področju tržne analize, načrtovanja in določanja prednostnih nalog izdelkov, med-funkcijskega sodelovanja in učinkovitega koordiniranja in vodenja zainteresiranih strani.</p> <p>S kombinacijo teoretičnega znanja, praktičnih študij primerov, gostujočih predavateljev in dela na projektih iz prakse, boste tekom semestra pridobili praktične izkušnje in vpogled v resnični svet upravljanja izdelkov.</p> <p>Strokovno znanje, potrebno za spodbujanje inovacij izdelkov, izpolnjevanje potreb strank in doseganje poslovnih ciljev vas bo opolnomočilo za delo v današnjem dinamičnem in konkurenčnem tržnem okolju.</p>	<p>Product management focuses on the strategic development and ongoing lifecycle management of a product or service. This includes continuous improvement, adaptation and innovation of products or services to meet customer needs and drive business growth.</p> <p>The Product Management course will provide you with a comprehensive insight and understanding of the strategic development and management of products and services throughout their lifecycle. You will learn key concepts for product planning and management, such as market research and analysis, product strategy and vision, user-centered design, agile methodologies, marketing and product launch, customer relationship management, product performance metrics, and product lifecycle monitoring.</p> <p>The curriculum emphasizes skill development in market analysis, product planning and prioritization, cross-functional collaboration, and effective stakeholder management.</p> <p>Through a combination of theoretical knowledge, practical case studies, guest lecturers and industry projects throughout the program, you will gain hands-on experience and insight into the real world of product management.</p> <p>The expertise you need to drive product innovation, meet customer needs, and achieve business goals will enable you to succeed in today's dynamic and competitive market landscape.</p>
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### Splošne kompetence / General Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>	<i>Student will acquire knowledge and skills in the following general areas:</i>
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<b>SPL1:</b> Delo s podatki in informacijami; <b>SPL8:</b> Spretnosti kritičnega mišljenja; <b>SPL9:</b> Ustvarjanje novih zamisli (ustvarjalnost); <b>SPL11:</b> Spretnosti organiziranja in načrtovanja (npr. lastnega dela, dela drugih); <b>SPL12:</b> Spretnosti verbalne komunikacije (npr. retorika, predstavitvene veščine);	<b>SPL1:</b> Work with data and information; <b>SPL8:</b> Critical thinking; <b>SPL9:</b> Creativity; <b>SPL11:</b> Organising and planning skills; <b>SPL12:</b> Verbal communication skills (e.g. rhetorics, presentation skills);
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#### **Predmetno specifične kompetence / Course Specific Competencies:**

<i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>	<i>Student will acquire knowledge and skills in the following specific areas:</i>
<b>PSP1:</b> Značilnosti organizacije, funkcijska področja in razmerja med njimi; <b>PSP4:</b> Metode in orodja za analizo notranjega in zunanjega okolja in določanje razvojnih perspektiv organizacije; <b>PSP5:</b> Pristopi k upravljanju podjetja z načrtovanjem in kontrolo ter uporabo različnih konceptov, metod in orodij; <b>PSP8:</b> Kultura in njeni vplivi na vsebinskem področju predmeta; <b>PSP9:</b> Vidik etike na vsebinskem področju predmeta; <b>PSP12:</b> Informacijski sistemi in programska oprema na vsebinskem področju predmeta.	<b>PSP1:</b> Organizations' characteristics, functional areas and the relationships between them; <b>PSP4:</b> Methods and tools for analysis of an organisation and its environment to identify perspectives; <b>PSP5:</b> Managing a company by planning and controlling by use concepts, methods and tools; <b>PSP8:</b> Culture and its influence in the field of the course; <b>PSP9:</b> Principles of ethics; <b>PSP12:</b> Information systems and software in the fields of the course.

#### **Predvideni študijski izidi / Intended Learning Outcomes:**

<i>Študent bo dosegel naslednje študijske izide:</i>	<i>Student will achieve the following learning outcomes:</i>
<ol style="list-style-type: none"> <li>1. Razumeti strateško vlogo upravljanja izdelkov.</li> <li>2. Uporaba tehnik, tržnih raziskav in analiz.</li> <li>3. Razvoj strategij in vizije za izdelke, ki so usklajene s tržnimi priložnostmi in cilji podjetja/organizacije.</li> <li>4. Uporaba načel oblikovanja inovativnih izdelkov, osredotočenega na uporabnika.</li> <li>5. Učinkovito določanje prednostnih nalog in ciljev ter načrtovanje poti izdelka.</li> <li>6. Vključevanje etičnih vidikov v upravljanje izdelkov.</li> <li>7. Uporaba agilnih metod in kritičnega razmišljanja pri upravljanju izdelkov.</li> <li>8. Produktni marketing in lansiranje izdelka: Načrtovanje in izvedba uspešnega lansiranja izdelkov.</li> <li>9. Naučite se uporabljati tehnike upravljanja odnosov s strankami.</li> <li>10. Merjenje uspešnosti izdelka in uporaba podatkov za nadaljne odločitve.</li> <li>11. Spodbujanje medfunkcijskega sodelovanja in upravljanje zainteresiranih strani.</li> <li>12. Osvojiti učinkovite komunikacijske in predstavitvene spretnosti.</li> </ol>	<ol style="list-style-type: none"> <li>1. Understand the strategic role of product management.</li> <li>2. Learn how to apply market research and analysis techniques.</li> <li>3. Development of product strategies and vision that are aligned with market opportunities and objectives.</li> <li>4. Utilization of user-centered design principles for innovative products.</li> <li>5. Learn effective Prioritization of goals and objectives and Product Road-mapping</li> <li>6. Incorporate ethical considerations into product management.</li> <li>7. Use of agile methods for iterative improvements.</li> <li>8. Product marketing and launch: Planning and execution successful product launches.</li> <li>9. Learn how to apply customer relationship management techniques.</li> <li>10. Measure product performance and use data for decision making.</li> <li>11. Foster cross-functional collaboration and stakeholder management.</li> <li>12. Demonstrate effective communication and presentation skills.</li> </ol>

#### **Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning**

<b>Oblike dela</b>	Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta; E-učenje
<b>Types of Teaching and Learning</b>	Frontal teaching; Work in smaller groups or pairs; Independent student work; E-learning
<b>Metode dela</b>	Razlaga; Razgovor/diskusija/debata; Proučevanje primera; Javni nastop; Reševanje nalog; Gost iz prakse; Praktično delo

<b>Teaching and Learning Methods</b>	Explanation; Conversation/discussion/debate; Case study; Public presentation; Solving exercises; Guest from practice; Practical Work
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#### Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	20%
Sprotno pisno ocenjevanje / Written Assessment / Daljši pisni izdelek / Longer written casework <sup>1</sup>	40%
Javni nastop s predstavitvijo rezultatov / Presentations <sup>2</sup>	20%
Končni pisni izpit / Final written examination/ Končni ustni izpit / Final oral examination	
Udeležba in sodelovanje / Participation and cooperation	20%
<b>Lestvica ocenjevanja / Grading scale</b>	

#### Temeljna literatura / Literature:

Smart, B. (2019). *Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams*. O'Reilly Media.

Springer, O., Miler, J. (2022). A comprehensive overview of software product management challenges. *Empir Software Eng* 27, 106 (2022).

Tkalich, A., Ulfesnes, R., Moe, N.B. (2022). *Toward an Agile Product Management: What Do Product Managers Do in Agile Companies?*. *Lecture Notes in Business Information Processing*, Springer, Cham, vol 445 (2022).

#### Priporočena dodatna literatura/ Recommended further reading:

Banfield, R., Eriksson, M., & Walkingshaw, N. (2017). *Product leadership: How top product managers launch awesome products and build successful teams*. O'Reilly Media.

Haines, S. (2019). *The product manager's survival guide: Everything you need to know to succeed as a product manager*. McGraw-Hill Education.

Perri, M. (2018). *Escaping the build trap: How effective product management creates real value*. O'Reilly Media.

#### Reference nosilca / Lecturer's references:

Melanja je zaradi globokega razumevanja načel in praks produktnega menedžmenta, ki jih podkrepí z izjemnimi rezultati njenega dela za mnoge blagovne znamke (najbolj poznana je Elan), izjemna predavateljica pri predmetu Produktno vodenje.

Pod njenim vodstvom je podjetje Elan prejelo več nagrad za oblikovanje (*Reddot best of the best*, *PlusX*, *German Design Award*, *SOF*, *WIPO*, ... in številne druge). Uspelo ji je tudi opredeliti mnoge nove priložnosti za razvoj blagovne znamke in ustvariti izdelke, ki kreirajo željo. Rezultat je uspešna rast podjetja in močan dvig prepoznavnosti blagovne znamke.

K temu nedvomno prispeva njena sposobnost prevajanja zapletenih konceptov v praktična spoznanja, skupaj z njeno strastjo do mentorstva in vodenja nastajajočih strokovnjakov bo pa zanimiva predavateljica in sogovornica.

Melanja's deep understanding of the principles and practices of product management, backed up by the outstanding results of her work for many brands (Elan being the most well-known), makes her an outstanding lecturer in the Product Management course.

Under her leadership, Elan has won several design awards (*Reddot best of the best*, *PlusX*, *German Design Award*, *SOF*, *WIPO*, ... and many others). She has also managed to identify many new

<sup>1</sup> Seminarska ali projektna naloga, raziskovalna naloga ipd.

<sup>2</sup> Plakat, naloga, prispevek

opportunities for brand development and to create products that create desire. The result is a successful growth of the company and a strong increase in brand awareness.

Her ability to translate complex concepts into practical insights, coupled with her passion for mentoring and guiding emerging professionals, undoubtedly contributes to this and she will be an engaging speaker and lecturer.