



UNIVERSIDAD COMPLUTENSE DE MADRID
UNIVERSIDADES NORTEAMERICANAS REUNIDAS

SUBJECT
SUBJECT TITLE: PRODUCT MANAGEMENT
QUARTER AND ACADEMIC YEAR: 2 nd semester, 2023/24
SCHEDULE: Monday and Tuesday, 10:00-11:30
PREREQUISITES:
COMPETENCES- OBJECTIVES (BRIEF DESCRIPTION): In brief, we use a learning-by-doing approach to teach students with basic knowledge in management very simple skills of product managers. Students will specify functionality for a good or service, then oversee its development and launch.

TEACHER
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OFFICE: 212B - THIRD YEAR BUILDING - SECOND FLOOR - MANAGEMENT AND ECONOMICS SCHOOL - SOMOSAGUAS CAMPUS - POZUELO DE ALARCÓN
TUTORING HOURS: FRIDAY, 10:30-12:30

COURSE SCHEDULE, TOPICS, LECTURES AND TASKS ASSIGNED
0. COURSE INTRODUCTION - WEEK 1 1. THE ABC OF STRATEGIC MANAGEMENT/ WEEKS 2-3 STUDENTS ARE EXPECTED TO DELIVER AT THE BEGINNING OF WEEK 3 A STRATEGIC PLAN OUTLINE 2. UNDERSTANDING WHO IS YOUR CUSTOMER/ WEEKS 4-5-6 STUDENTS ARE EXPECTED AT THE BEGINNING OF WEEK 6 TO DELIVER A MARKET REQUIREMENTS DOCUMENT AND REVIEWING THE STRATEGIC PLAN 3. PRODUCT DESIGN FOR YOUR CUSTOMER/ WEEKS 7-8-9 STUDENTS ARE EXPECTED TO DELIVER AT THE BEGINNING OF WEEK 9 A PRODUCT REQUIREMENTS DOCUMENT AND REVIEWING THE MARKET REQUIREMENTS DOCUMENT AND THE STRATEGIC PLAN 4. MANUFACTURING OR DELIVERING YOUR PRODUCT/ WEEKS 10-11 STUDENTS ARE EXPECTED TO DELIVER AT THE BEGINNING OF WEEK 11 A PRODUCTION PLAN DOCUMENT AND REVIEWING PRODUCT REQUIREMENTS DOCUMENT, THE MARKET REQUIREMENTS DOCUMENT AND THE STRATEGIC PLAN 5. THE ROAD TO MARKET/ WEEKS 12-13-14 STUDENTS ARE EXPECTED TO DELIVER AT THE BEGINNING OF WEEK 14 A

MARKETING PLAN DOCUMENT, AND REVIEWING THE PRODUCTION PLAN DOCUMENT, PRODUCT REQUIREMENTS DOCUMENT, THE MARKET REQUIREMENTS DOCUMENT AND THE STRATEGIC PLAN

TEACHING METHODOLOGY

Together with the students we will try to avoid "death by powerpoint" by employing an interactive teaching method based on learning by doing, gamification and flipped classroom

SUBJECT OBJECTIVES

At the end of the course, students will be no Product Management experts. That would require further study and lot of "flying hours" as product managers. However, what we expect from the students is to develop a specific mindset so that they are able to connect the dots of different challenges and problems related to product management. This mindset will be extremely useful in their future professional careers even if they will not be product managers.

EVALUATION AND QUALIFICATION CRITERIA

PARTIAL EXAM: 20%

FINAL EXAM: 20%

WRITTEN WORK OR PRESENTATIONS: 50%

OTHERS

CLASS PARTICIPATION: 10%

ATTENDANCE: It is mandatory. It is mandatory. From the second absence without justification, a point will be lowered in the Spanish grading system (for example, an 8 will drop to a 7). In the case of the Spanish Cinema class, missing one class will be equivalent to two absences.

Likewise, lateness will also be penalized, more than 15 minutes late will be equivalent to an absence. Excused absences are considered those documented by the appropriate physician or program director.

ACADEMIC INTEGRITY: Plagiarism, the use of materials not permitted in exams and tests, copying answers from another classmate, falsification or misappropriation of information for assignments, submission of the same assignment or sections of it in more than one course, helping a student who is cheating, etc. The penalty will be left to the discretion of the subject professor and the student's Program Director, in accordance with their campus policies and procedures.

GUIDE AND INDICATIONS FOR WRITTEN WORK

The written work will be developed as a group and will consist of a brief summary report of all the documents that have been developed during the course (Strategic Plan, Market Requirements Plan, Product Requirements Plan, Production Plan and Marketing Plan). The minimum length will be 2000 words and the maximum length will be 6000 words. The work will be individual, although the documents mentioned above will have been done in

groups.

In particular, the description of the different iterations and the reasons that have caused them will be valued. Likewise, it will have special relevance that the student reflects what he/she has learned during the process of elaboration of the different documents, with special attention to highlight the connections and interdependencies between these documents

MANDATORY BIBLIOGRAPHY AND OTHER RESOURCES

Jay Heizer and Barry Render (2010) Operations Management. Prentice Hall.

Brown, T. (2008). Design thinking. Harvard business review, 86(6), 84.

Foster, R. "The S Curve: A New Forecasting Tool." Chapter 4 in Innovation: The Attacker's Advantage. New York, NY: Summit Books, 1986. ISBN: 9780333435113

- Christensen, Clayton. The Innovator's Dilemma. Boston, MA: Harvard Business School Press, 1997. ISBN: 9780875845852

- Gladwell, Malcolm. "Smaller: The Disposable Diaper and the Meaning of Progress." The New Yorker, November 16, 2001

- Huston, L and Sakkab, N. Connect and Develop, Inside Procter and Gamble's New Model for Innovation, Harvard Business Review, March 2006

- Ed Catmull, How Pixar fosters collective creativity, Harvard Business Review, September 2008

- Chesbrough, Henry. Open Innovation: The New Imperative for Creating and Profiting from Technology. Boston, MA: Harvard Business School Press, 2005, pp. 113-134. ISBN: 9781422102831

- F. Robert Jacobs, Richard B. Chase and Nicholas J. Aquilano, Operations & Supply Management 13th edition, Mc Graw Hill

POM Software: http://wps.prenhall.com/bp_weiss_software_1/1/358/91664.cw/

Ikea Production Process: <https://www.youtube.com/watch?v=4vNou6gnpTU>

McDonalds JIT: <https://www.youtube.com/watch?v=tkQWzjTz0pQ>

Yamaha Production Process:

<https://www.youtube.com/watch?v=1tJoYWwkwW4>

<https://www.youtube.com/watch?v=OICs5liyNCs>

<https://www.youtube.com/watch?v=ZVsaVeYnLVo>

IDEO Design Thinking:

<https://www.youtube.com/watch?v=taJOV-YCie>