Course: International Product Management 1 Assignment   credits: 2

Course code	IBVB14IPM1C	**Modes of delivery**	Assignment
Name	International Product Management 1 Assignment	**Assessments**	Assignment - Assignment
Study year	2021-2022		
ECTS credits	2		
Language	English		
Coordinator	M. Soltanifar		

Learning outcomes

Successful students should be able to:

- Describe the main concepts of product management and be able to illustrate them by using reference to current business practice;
- Explain and show understanding of the Product life Cycle (PLC) concept and understand the managerial application and implications of the PLC concept in theory and practice;
- Describe and understand the importance of brand and product portfolios and be familiar with and show the ability to use the various methods for evaluating products within a company's portfolio;
- Describe and show understanding of the stages of the New Product Development Process and their implications for product management;
- Design and show understanding of the methods for introduction of a New Product into a specific market

Connection with competencies from the IB Professional Profile:
WT 1-3, WT 2-3, WT3-3, WW 4-3, WW 6-3, WW 7-3, LW 11-3, LW 12-3, LW 13-3, LW 14-3, TWM 15-3, TWM 17-3, TWM 19-3, TWM 24-3

Content

<u>**Prerequisites:**</u>

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB. Exchange students: previous knowledge of the corresponding subject area is required.

<u>**Content**</u>:

Weekly Schedule, Chapters to study available on IPM Blackboard site.

Included in programme(s)

Minor International Marketing

School(s)

International Business School