

## Courses in English Course Description

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|--------------------------------|---|
| <b>Department</b>              | 09 Engineering and Management   |
| <b>Course title</b>            | <b>Product Management and Technical Sales</b>   |
| <b>Hours per week (SWS)</b>    | 4   |
| <b>Number of ECTS credits</b>  | 5   |
| <b>Course objective</b>        | <p>The aim of the course is to provide students with an understanding of the objectives, personal requirements and organizational issues of product management. Students will also learn about the procedures of and issues concerning the selling of products and services. The course focuses on industrial products and services.</p> <p>Having successfully completed the module students are expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Define the role and responsibilities of a product manager within the integrated product lifecycle.</li> <li>2. Critically discuss the organizational structure of product management in a specific business context.</li> <li>3. Evaluate the interplay between product management, the customer, sales and R&amp;D.</li> <li>4. Understand the complex interaction in sales by making use of appropriate and successful negotiation techniques.</li> </ol> |
| <b>Prerequisites</b>           | <p>Engineering and Business Administration background assumed.<br/> Master students only. Basics of Marketing<br/> Priority to exchange students that are enrolled at the department of Engineering and Management!</p>   |
| <b>Recommended reading</b>     | <p>Hines, Steven: Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands, Mac-Graw Hill<br/> McGrath, Michael: Product Strategy for High Technology Companies, Mac-Graw Hill<br/> Mironoc, Rich: The Art of Product Management- Lessons from a Silicon Valley Innovator, Enthiosys Press 2002<br/> Cohen, Greg: Agile Excellence for Product Managers: A Guide to Creating Winning Products with Agile Development Teams, 2010<br/> Shell, Richard, G.: Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin 2006</p>  |
| <b>Teaching methods</b>        | <p>The module is Taught (T) to an international, intercultural and interdisciplinary audience through:</p> <ul style="list-style-type: none"> <li>• lectures</li> <li>• seminars</li> <li>• negotiation exercises</li> <li>• directed self-study</li> </ul> <p>Distance Learning (DL) is not available but the course is supported by:</p> <ul style="list-style-type: none"> <li>• podcasts</li> <li>• Moodle</li> </ul>   |
| <b>Assessment methods</b>      | <p>The module is assessed by:</p> <ul style="list-style-type: none"> <li>• Project work</li> </ul>  |
| <b>Language of instruction</b> | English   |
| <b>Name of lecturer</b>        | Prof. Dr. Mathias Gabrysch  |
| <b>Email</b>                   | <a href="mailto:mathias.gabrysch@hm.edu">mathias.gabrysch@hm.edu</a>  |
| <b>Link</b>                    |   |
| <b>Course content</b>          | <p>Basics of product management: integrated product lifecycle concepts, personal and organizational requirements, areas of tension. Business intelligence: competitive analysis, environmental analysis, market analysis, product analysis. Negotiation techniques: buying centre approach, basic principles of successful negotiation, coping with conflicts, use of emotion in negotiations.</p>  |
| <b>Remarks</b>                 |   |