



**MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION**
Federal State Budgetary Educational Institution of Higher Education
"IRKUTSK STATE UNIVERSITY"
SAF, Baikal International Business School (Institute)
Strategic and Financial Management Department



APPROVED:

Dean of SAF, Baikal International Business
School (institute)

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April 14, 2025

Syllabus

Discipline Б1.В.ДВ.02.02 Product Management

Major 27.03.05 Innovatics

Specialization: Management of Innovative and IT Projects and Products

University Degree: Bachelor

Full time

Approved by the Academic and
Methodological Council of Baikal
International Business School (institute)
Protocol № 4 March 26, 2025

Chairperson  V.M. Maksimova

Recommended by the Strategic and Financial
Management Department
Protocol № 9 March 21, 2025

Department
Chair

 N.B. Grosheva

Irkutsk 2025

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I. Goal and Objectives of the Discipline (Module)

Goals: To develop knowledge and skills related to the use of product management tools and methods, including market analysis, product development and positioning, life cycle management, profitability and efficiency assessment, as well as the application of this knowledge in strategy development, planning and management decision-making in commercial and design organizations.

Objectives: The most important tasks of the discipline are:

- improving the level of management training of students with the strengthening of applied economic and marketing orientation;
- teaching students the basics of product management, including customer research, product concept development, assortment management, positioning and promotion, as well as evaluating its effectiveness and profitability;
- familiarizing students with modern tools for product analysis, methods for assessing its value for the consumer and life cycle management;
- developing students' strategic, logical and analytical thinking necessary for making managerial decisions in the field of product management.

II. Place of the Discipline in the CPEP Structure

Academic discipline (module) Б1. ДБ.02.02 Product Managementt refers to the variable part of the bachelor's program of Block 1 Disciplines (modules) in accordance with the Federal State Educational Standards of Higher Education in the field of training 27.03.05 Innovatics, training profile Management of innovative and IT projects and products.

List of subsequent academic disciplines for which knowledge, skills and abilities formed by this academic discipline are required: Product Innovations, Б1.В.ДБ.03.01 and Strategic Management, Б1.В.01

III. Requirements for the Discipline Learning Outcomes

The process of mastering the discipline is aimed at the formation of PC-3 competencies in accordance with the Federal State Educational Standards of Higher Education and the Educational Programs of Higher Education in the field of 27.03.05 Innovatics.

List of Planned Learning Outcomes for the Discipline, Mapped to Competency Achievement Indicators

Competence	Competency Indicators	Learning outcomes
PC-3 Be able to promote innovative and IT products.	PC 3.1 To know: the basics of management in the field of public relations and working with the media in the promotion of innovative and IT products; means and methods of development and presentation in promotion	Know: - the main stages of the life cycle of technical innovation and product. - methods and tools for managing innovative projects. - principles of planning, control and reporting in innovative developments. Be able to: - form and manage a team of innovation developers. - assess and minimize risks in the development of new products. - monitor the progress of project stages and track deviations from the plan. Possess:

		<ul style="list-style-type: none"> - methods and tools of project management; - skills in working with project documentation and reporting; - technologies for assessing and managing innovation risks.
	<p>PC 3.2</p> <p>Be able to: demonstrate the benefits of innovative and IT products in a reasoned manner; organize advertising campaigns; conduct public presentations to familiarize with the properties</p>	<p>Know:</p> <ul style="list-style-type: none"> - trends in technological development and new areas of innovation. - methods for identifying consumer preferences and demand for products. - modern technologies and production processes. <p>Be able to:</p> <ul style="list-style-type: none"> - analyze the market and user needs to identify promising areas of innovation. - generation and implementation of innovative ideas that meet current market requirements. <p>To possess:</p> <ul style="list-style-type: none"> - tools for creative thinking and generation of innovative ideas. - practical skills of technical analysis and design. - methods for assessing the economic feasibility of innovations.

IV. CONTENTS AND DISCIPLINE STRUCTURE

Discipline scope is 3 credits, 108 hrs. including 8 hrs of Summative Assessment. Summative assessment: credit.

4.1 Discipline Contents, Structured by Topics, with Indicated Types of Classes and Allocated Academic Hours

№	Discipline Section/ Theme	Semester	Total Hours	Of these Practical Training of Students	Types of Educational Activities, Including Self-Study, Practical Sessions, and Workload (in hrs)				Formative Assessment Formats; Summative Assessment Formats
					Teacher Contact Hrs			Self-Study	
					Lectures	Practical Sessions	Consultations		
1	2	3	4	5	6	7	8	9	10
1	Topic 1. Product Management Basics	5	18		5	5		5	Test, oral questioning
2	Topic 2. Market research and consumer analysis	5	18		5	5		5	Test, oral questioning
3	Topic 3. Formation of a product strategy	5	18		5	5	3	5	Test, oral questioning
4	Topic 4. Product development and market launch	5	18		9	9		5	Test, oral questioning
5	Topic 5. Product line management	5	18		5	5	2	5	Test, oral questioning
6	Topic 6. Product metrics and analytics	5	18		5	5	5	5	Test, oral questioning
	Intermediate certification								Credit
	Total Hours		108		34	34	10	30	

4.2. Plan for Out-of-Class Student Self-Study of the Discipline

Semester	Section, Themes	Self-Study			Assessment tool	Self-Study Educational and Methodological Support
		Type of Self-study	Deadlines	Load (hrs)		
5	Topic 1. Product Management Basics	Study of literature and methodological materials for the section of the course. Problem solving.	1-2 weeks	5	Test, oral survey	References from the list (section V)
5	Topic 2. Market research and consumer analysis	Study of literature and methodological materials for the section of the course. Problem solving.	2-4 weeks	5	Test, oral survey	References from the list (section V).
5	Topic 3. Formation of a product strategy	Study of literature and methodological materials for the section of the course. Problem solving.	4-6 weeks	5	Test, oral survey	References from the list (section V).
5	Topic 4. Product development and market launch	Study of literature and methodological materials for the section of the course. Problem solving.	6-8 weeks	5	Test, oral survey	References from the list (section V)
5	Topic 5. Product line management	Study of literature and methodological materials for the section of the course. Problem solving.	8-10 weeks	5	Test, oral survey	References from the list (section V).

Semester	Section, Themes	Self-Study			Assessment tool	Self-Study Educational and Methodological Support
		Type of Self-study	Deadlines	Load (hrs)		
5	Topic 6. Product metrics and analytics	Study of literature and methodological materials for the section of the course. Problem solving.	10-12 weeks	5	Test, oral survey	References from the list (section V).
Total self-study load				30		

4.3 Learning Content

Topic 1. Basics of product management

The concept of product and product strategy. The role of the product in business. Classification of products and product lines. The life cycle of the product. The basic principles of product management. Examples of application of the concept of product management in various industries.

Topic 2. Market research and consumer analysis

Methods for analyzing consumer needs. Market segmentation and target audiences. Competitor research. Market data analysis for product decision-making. Examples of using market research in the development of new products.

Topic 3. Formation of a product strategy

Setting goals and objectives of the product. Development of a product concept. Definition of a pricing and marketing strategy. Development of a unique selling proposition (USP). Examples of strategy formation based on market analysis and customer needs.

Topic 4. Product development and launch Stages

of product development: idea, prototype, testing. Project management in product creation. Planning of product launch. Examples of successful and unsuccessful product launch.

Topic 5. Product line management

Principles of product portfolio management. Optimization of the assortment matrix. Analysis of product indicators (sales, profit, popularity). Examples of strategies for expanding and reducing the product line.

Topic 6. Product Metrics and Analytics

Product Key Performance Indicators (KPIs) of the product. Methods of collecting and analyzing product data. Using analytics for decision-making. Examples of using analytical tools to improve the product.

4.3.1. List of Practical Sessions

№	Theme Number	Seminars, Practical and Laboratory Work	Load (hours)		Assessment Tools	Developed Competencies (Indicators)
			Total hours	Including Practical Sessions		
	2	3	4	5	6	7
	1	The concept of product and product strategy. The role of the product in business. Classification of products and product lines. Product life cycle. Basic principles of product management. Examples of application of the concept of product management in various industries.	5	---	Test, oral survey	PC 3.1 PC 3.2
	2	Methods for	5	---	Test,	PC 3.1

№	Theme Number	Seminars, Practical and Laboratory Work	Load (hours)		Assessment Tools	Developed Competencies (Indicators)
			Total hours	Including Practical Sessions		
		analyzing consumer needs. Segmentation of the market and target audiences. Competitor research. Analyze market data to make product decisions. Examples of using market research in the development of new products.			oral survey	PC 3.2
	3	Setting goals and objectives of the product. Development of a product concept. Determination of pricing and marketing strategy. Development of a unique selling proposition (USP). Examples of strategy formation based on market analysis and customer needs.	5	---	Test, oral survey	PC 3.1 PC 3.2
	4	Stages of product development: idea, prototype, testing. Project management when creating a product. Planning to bring a product to market. Examples of successful and failed product launches.	9		Test, oral survey	PC 3.1 PC 3.2
	5	Principles of product portfolio management. Optimization of the assortment matrix. Analysis of product indicators (sales, profit, popularity). Examples of strategies for	5		Test, oral survey	PC 3.1 PC 3.2

№	Theme Number	Seminars, Practical and Laboratory Work	Load (hours)		Assessment Tools	Developed Competencies (Indicators)
			Total hours	Including Practical Sessions		
		expanding and reducing the product line.				
	6	Key performance indicators (KPIs) of the product. Methods for collecting and analyzing product data. Use analytics to make decisions. Examples of how analytical tools can be used to improve a product.	5		Test, oral survey	PC 3.1 PC 3.2

4.3.2. List of Topics (Questions) Assigned for Independent Work as Part of Student Self-Study

№	Subject	Task	Competency Being Formed	IDM
1	2	3	4	5
1	Topic 1. Product Management Basics	Reading literature and methodological materials on the topic, studying the basic concepts and tools, solving problems.	PC 3	PC 3.1 PC 3.2
2	Topic 2. Market research and consumer analysis	Reading literature and methodological materials on the topic, studying the basic concepts and tools, solving problems.	PC 3	PC 3.1 PC 3.2
3	Topic 3. Formation of a product strategy	Reading literature and methodological materials on the topic, studying the basic concepts and tools, solving problems.	PC 3	PC 3.1 PC 3.2
4	Topic 4. Product development and market launch	Reading literature and methodological materials on the topic,	PC 3	PC 3.1 PC 3.2

№	Subject	Task	Competency Being Formed	IDM
		studying the basic concepts and tools, solving problems.		
5	Topic 5. Product line management	Reading literature and methodological materials on the topic, studying the basic concepts and tools, solving problems.	PC 3	PC 3.1 PC 3.2
6	Topic 6. Product metrics and analytics	Reading literature and methodological materials on the topic, studying the basic concepts and tools, solving problems.	PC 3	PC 3.1 PC 3.2

4.4. Guidelines for Organizing Student Self-Study

Independent work of students is carried out using e-learning and distance learning technologies. Educational and methodological materials for self-study are available to students through electronic library systems and the Hecadem Internet learning system, which presents materials of lectures and practical tasks, interactive forms of training, examples of tasks. Each student receives authorized access to the system. The Hecadem Internet Learning System is a platform for distance learning and learning using digital technologies of the Baikal International Business School of ISU. Available at: <https://edu.buk.irk.ru>.

Independent work consists of:

- in the student's independent preparation for the lecture – reading the notes of the previous lecture, watching the video version of the lecture (if any). This helps to better understand the material of the new lecture, relying on previous knowledge;
- in preparation for practical classes on the main and additional sources of literature;
- independent study of individual topics or issues from textbooks or manuals, from sources on the Internet and on the electronic portal of the university;
- in preparation for current control and intermediate certification.

Control over independent work is carried out when the student performs tasks from the fund of assessment materials of the discipline. When performing independent work, the student must also take into account the criteria for evaluating the completed task (section 8 of this program). In the course of independent work control, both the actual knowledge, skills and abilities of students are assessed, as well as the depth of understanding and the ability to isolate and interpret integral semantic structures, as well as the skills of independent search for the necessary information on the topic of the lesson and its critical assessment.

V. Educational, Methodological, and Information Support for the Discipline

a) Required Reading:

1. Fomichev, V. I. Quality and Competitiveness Management: A Textbook for Higher Educational Institutions. — 2nd ed., revised and supplemented — Moscow : Yurayt Publishing House, 2025. — 229 p. — (Higher Education). — ISBN 978-5-534-19217-9. — Text : electronic // Educational platform Yurayt [site]. Available at: <https://urait.ru/bcode/566677> (accessed: 20.08.2025).
2. Chernysheva, A. M. Product Policy Management: Textbook and Practicum for Higher

Educational Institutions / A. M. Chernysheva, T. N. Yakubova. — Moscow : Yurayt Publishing House, 2025. — 182 p. — (Higher Education). — ISBN 978-5-534-16620-0. — Text : electronic // Educational platform Yurayt [site]. URL: <https://urait.ru/bcode/561067> (accessed: 20.08.2025).

3. Chernysheva, A. M. Product Management: Textbook and Practicum for Higher Educational Institutions / A. M. Chernysheva, T. N. Yakubova. — Moscow : Yurayt Publishing House, 2025. — 368 p. — (Higher Education). — ISBN 978-5-534-16619-4. — Text : electronic // Educational platform Yurayt [site]. URL: <https://urait.ru/bcode/560140> (accessed: 20.08.2025).

Additional Sources:

1. <http://edu.buk.irk.ru> are electronic course materials posted in the system of differentiated Internet learning of the Baikal International Business School.
2. http://www.mathnet.ru/ej.phtml?option_lang=rus – All-Russian portal Math-Net.Ru (electronic journals, information system)
3. Dunaeva Y.O., Yudalevich. Solving Economic Problems Using the MS Excel Add-in "Search for a Solution": Method. Instructions / Y.O. Dunaeva, N.V. Yudalevich. – Irkutsk : ISU Publishing House, 2019. – 44 p.
4. Chernyshev, V. M. Vysshaya matematika dlya resheniya ekonomicheskikh zadach [Higher mathematics for solving economic problems]. Manual / V. M. Chernyshev. - Irkutsk : ISU Publ., 2015. - 198 p.- ISBN 9785962412443
- b) Databases, reference and retrieval systems
 - a. 11/13/2021. access: <http://rucont.ru/>
 2. EBS "Lan Publishing House". LLC "Lan Publishing House". Information letter No 128 dated 09.10.2017 Validity period: indefinite. Access address: <http://e.lanbook.com/>
 3. EBS "National Digital Resource "Rukont". Central Design Bureau "Bibkom". Contract No 04-E-0343 dated 12.11.2021 Access address: <http://rucont.ru/>
 4. EBS "Ibuku.ru/ibooks.ru". LLC "Ibux". Contract No 04-E-0344 dated 12.11.2021; Act dated 14.11.2021. Access address: <http://ibooks.ru>
 5. Electronic Library System "EBS Yurayt". LLC "Electronic Publishing House Yurayt". Contract No 04-E-0258 dated 20.09.2021. Available at: <https://urait.ru/>

VI. Material and Technical Support for the Discipline

6.1. Educational and Laboratory Equipment

Names of specialized premises and self-study areas	Equipment of specialized premises and self-study areas	List of licensed software. Details of the supporting document
Classroom for lecture-type classes	The classroom is equipped with specialized (educational) furniture for 48 students and technical teaching aids that serve to present educational information to a large audience. 1.PC HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVD	BASIC SOFTWARE INSTALLATION KIT:Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – agreement with SoftLine Trade Tr026664 dated 17.05.2007Project Standard 2007, Access 2007 – Academic cooperation programs with Microsoft DreamSpark Premium Electronic Software Delivery. – Agreement with CJSC "SoftLine Trade" Tr000023480 dated 19.05.2015 Windows Operating Systems for Licensed OEM Pre-Installation Programs, Academic Cooperation Programs with Microsoft MSDN AA.- Agreement with CJSC "SoftLine Trade" Tr017431 dated 15.05.2008 Windows Operating Systems for Licensed OEM Pre-Installation Programs, Academic Cooperation Programs with Microsoft DreamSpark Premium Electronic

	<p>RV/kb/m/DOS/Solenoid Lock and Hood Sensor (RUS)2. Monitor Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M3. Projector Epson EB-18304. Genius SP-S110 Active Speakers Black5. Aten VS92A Video Splitter 2-port VGA</p> <p>It is equipped with educational and visual aids and electronic presentations that provide thematic illustrations on all topics specified in the work program of the discipline</p>	<p>Software Delivery. – agreement with CJSC "SoftLine Trade" Tr000031723 dated 05.08.2015 Anti-virus programs - Rights to computer programs drWeb Server Security complex protection 120PC (1 license per year) migration with additional purchase(LBW-BC-12M-120:119-C4) – agreement with CJSC "SoftLine Trade" 13982/MOS2957 dated 22.01.2016 Archivers WinRAR: 3.x: Standard License - for legal entities 100-199 licenses – agreement with CJSC "SoftLine Trade" No15422/IRK11 dated 05.02.2010 Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses – agreement with CJSC "SoftLine Trade" 13512/MOS2957 dated 29.10.2015 Firewall, Proxy functionality - Right to use computer programs Traffic Inspector GOLD preferential – agreement with CJSC "SoftLine Trade" Tr044356 dated 27.08.2013 Right to use computer programs Extension of Traffic Inspector GOLD Special for 1 year – agreement with CJSC "SoftLine Trade" Tr000112196 dated 29.09.2016</p>
<p>Classroom for seminar-type classes</p>	<p>The auditorium is equipped with specialized (educational) furniture for 48 students and technical teaching aids that serve to present educational information to a large audience</p> <p>The demonstration kit includes: 1.PC HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVD RV/kb/m/DOS/Solenoid Lock and Hood Sensor (RUS)2. Monitor Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M3. Projector Epson EB-18304. Genius SP-S110 Active Speakers Black5. Aten VS92A</p>	<p>BASIC INSTALLATION KIT:Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – agreement with SoftLine Trade Tr026664 dated 17.05.2007 Project Standard 2007, Access 2007 – Academic cooperation programs with Microsoft DreamSpark Premium Electronic Software Delivery. –agreement with SoftLine Trade CJSC Tr000023480 dated 19.05.2015 Windows operating systems under licensed OEM preinstallation programs, Academic cooperation programs with Microsoft MSDN AA.- agreement with CJSC "SoftLine Trade" Tr017431 dated 15.05.2008 Windows operating systems under licensed OEM preinstallation programs, Academic cooperation programs with Microsoft DreamSpark Premium Electronic Software Delivery. – agreement with CJSC "SoftLine Trade" Tr000031723 dated 05.08.2015 Anti-Virus Programs - Rights to computer programs drWeb Server Security complex protection 120PC (1 license per year) migration with additional purchase (LBW-BC-12M-120:119-C4) – contract with CJSC "SoftLine Trade" 13982/MOS2957 dated 22.01.2016 Archivers WinRAR: 3.x: Standard License - for legal entities 100-199 licenses – agreement with CJSC "SoftLine Trade" No15422/IRK11 dated 05.02.2010 Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses – agreement with CJSC "SoftLine Trade" 13512/MOS2957 dated 29.10.2015</p>

	Video Splitter 2-port VGA	Firewall, functionality Proxy - Right to use computer programs Traffic Inspector GOLD preferential – agreement with CJSC "SoftLine Trade" Tr044356 dated 27.08.2013 Right to use computer programs Extension of Traffic Inspector GOLD Special for 1 year – agreement with CJSC "SoftLine Trade" Tr000112196 dated 29.09.2016
Auditorium for group and individual consultations, current control and intermediate certification	The classroom is equipped with specialized (educational) furniture for 11 students, 5 workplaces, equipped with computers with Internet connection and access to the EIOS of the Federal State Budgetary Educational Institution of Higher Education "ISU". 1. 5 Workstations HP compad dc7800SFF Dual Core PE-2180, 4 Gb DDR2 PC6400, 160GB SATA 3.0 HDD2. LCD Monitor 17.0" ViewSonic "VA703m" 1280x1024, 8mc, TCO"03, Silver-Black (D-Sub, MM)3. Printer Hewlett-Packard LaserJet 3055 All-in-One Multifunction Device, one piece.	BASIC SOFTWARE INSTALLATION KIT:Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – agreement with CJSC "SoftLine Trade" Tr026664 dated 17.05.2007Project Standard 2007, Access 2007 - Academic cooperation programs with Microsoft DreamSpark Premium Electronic Software Delivery. –agreement with CJSC "SoftLine Trade" Tr000023480 dated 19.05.2015Windows operating systems under licensed OEM preinstallation programs, Academic cooperation programs with Microsoft MSDN AA.- agreement with CJSC "SoftLine Trade" Tr017431 dated 15.05.2008 Windows operating systems under licensed OEM pre-installation programs, Programs of academic cooperation with Microsoft DreamSpark Premium Electronic Software Delivery. – agreement with CJSC "SoftLine Trade" Tr000031723 dated 05.08.2015Anti-virus programs - Rights to computer programs drWeb Server Security complex protection 120PC (1 license per year) migration with additional purchase(LBW-BC-12M-120:119-C4) – agreement with CJSC "SoftLine Trade" 13982/MOS2957 dated 22.01.2016Archivers WinRAR: 3.x: Standard License - for legal entities 100-199 licenses – agreement with CJSC "SoftLine Trade" No15422/IRK11 dated 05.02.2010Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses – agreement with CJSC "SoftLine Trade" 13512/MOS2957 dated 29.10.2015Firewall, functionality Proxy - Right to use computer programs Traffic Inspector GOLD preferential – agreement with CJSC "SoftLine Trade" Tr044356 dated 27.08.2013 Right to use computer programs Extension of Traffic Inspector GOLD Special for 1 year – agreement with CJSC "SoftLine Trade" Tr000112196 dated 29.09.2016
Room for independent work of students	It is equipped with specialized (educational) furniture for 10 students, equipped with computer equipment connected to the Internet and provided with access to the EIOS of ISU	BASIC SOFTWARE INSTALLATION KIT:Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – agreement with SoftLine Trade Tr026664 dated 17.05.2007Project Standard 2007, Access 2007 – Academic cooperation programs with Microsoft DreamSpark Premium Electronic Software Delivery. – Agreement with CJSC "SoftLine Trade" Tr000023480 dated 19.05.2015 Windows Operating Systems for Licensed OEM Pre-Installation Programs, Academic Cooperation Programs with Microsoft MSDN AA.-

	<p>1. Think Centre M80 Series SFF System Unit Included: Intel® Core™ i3-540 Clarkdale 2.93GHz / 1333MHz / Dual Core™ / 4M / 73W / LGA 1156 / 32nm / 4GB PC3-10600 SDRAM x 2 / 250 GB, 7200RPM SATA</p>	<p>Agreement with CJSC "SoftLine Trade" Tr017431 dated 15.05.2008 Windows Operating Systems for Licensed OEM Pre-Installation Programs, Academic Cooperation Programs with Microsoft DreamSpark Premium Electronic Software Delivery. – Agreement with CJSC "SoftLine Trade" Tr000031723 dated 05.08.2015 Anti-Virus Programs - Rights to computer programs drWeb Server Security, complex protection 120PC (1 license per year)</p>
	<p>/DVD RW - 10pcs 2. LCD Monitor - 20.0 ViewSonic "VA2013w" 1600x900 Monitor, 5mc, TCO 03, Black (D-Sub) - 10pcs 3. HP LaserJet 5000N, A3, 22ppm, 32 MB, 250&500 sheet feeder, JetDirect 615n prn svr 4. HP LaserJet 5100th, A3, 22ppm, 32 MB, 250&500 sheet feeder, JetDirect 615n prn svr</p>	<p>migration with additional purchase (LBW-BC-12M-120:119-C4) – agreement with CJSC "SoftLine Trade" 13982/MOS2957 dated 22.01.2016 Archivers WinRAR: 3.x: Standard License - for legal entities 100-199 licenses – agreement with CJSC "SoftLine Trade" No15422/IRK11 dated 05.02.2010 Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses – agreement with CJSC "SoftLine Trade" 13512/MOS2957 dated 29.10.2015 Firewall, Proxy functionality - Privileged right to use Traffic Inspector GOLD computer programs – agreement with CJSC "SoftLine Trade" Tr044356 dated 27.08.2013 Right to use computer programs Extension of Traffic Inspector GOLD Special for 1 year – agreement with CJSC "SoftLine Trade" Tr000112196 dated 29.09.2016</p>

6.2. Software

The university is provided with the necessary set of licensed and freely distributed software, including domestic production:

1. Basic installation kit: Office 2010 Services for granting the right to use Microsoft Desktop Edu ALNG LicSAPk OLV E 1Y Acdmc Ent., 39 licenses for BSBS ISU. Contract No 03-K-1131 dated 29.11.2021 KOSGU 226.4
2. Project Standard 2007, Access 2007 – ISU Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. Expiration Date March 31, 2023.
3. Microsoft Project Professional 2010, ISU Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. Expiration Date March 31, 2023.
4. Operating systems Windows'7, Windows'10 Services for granting the right to use the program Microsoft Desktop Edu ALNG LicSAPk OLV E 1Y Acdmc Ent., 39-licenses for BMBS ISU. Contract No 03-K-1131 dated 29.11.2021 KOSGU 226.4
5. Anti-virus programs - Dr.Web renewal Contract No Tr000582689/03-E-0043 dated February 05, 2021 Invoice No Tr000582689 dated February 08, 2021
6. WinRAR Archivers: 3.x: Standard Licence - for legal entities 100-199 licenses - annex. No1 to contract No15422/IRK11 of CJSC "SoftLine Trade" dated 05.02.2010
7. Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses - account Tr000051059 CJSC "SoftLine Trade" dated 27.10.2015
8. Firewall, Proxy functionality - Right to use computer programs Traffic Inspector GOLD

preferential account Tr005456 CJSC "SoftLine Trade" dated 27.08.2013

9. Traffic Inspector GOLD Special* for 5 years Contract RSZ-0000276 dated 16.11.2021 KOSGU 226.4 License renewal

6.3. Technical and Electronic Learning Aids

Multimedia tools and other equipment for presentations of educational material:

1. HP ElliteDesk 800 G4 SFF Intel Core i5 8500(3Ghz)/8192Mb/1000Gb/DVDrw/war 3y/W10Pro +V2 Desktop. ViewSonic 21 Monitor, 5" VA2245a - LED [LED, 1920x1080, 10M: 1 5ms,170gor, 160ver, D-Sub]3. Projector Nec M420X LCD 4200ANSI Lm XGA 2000:1 lamp 3500h. Eco modeHDMI USB Viewer RJ-45 10W 3.6 kg4. Jetbalance JB-115U 2.0 black speakers (4W)5. Video signal splitter Aten VS92A 2-port VGAWead of licensed software used:1. Office 2010 under the program of academic cooperation with Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelEnterprise2. Project Standard 2007, Access 2007 – under the program of academic cooperation with Microsoft DreamSpark Premium Electronic Software Delivery.3. Microsoft Project Professional 2010, Microsoft Visio Professional 2010 under the program of academic cooperation with Microsoft Imagine Standard Electronic Software Delivery with the assistance of the Central Research Center of ISU.

VII. Educational Technologies

Educational technologies used in teaching the discipline:

- lecture and seminar credit system;
- analysis of situations (tasks, examples);
- learning in cooperation (teamwork, group work);
- information and communication.

Distance learning technologies used in teaching the discipline are implemented with the help of the differentiated Internet learning system of the BIBS ISU "Hekadem".

List of Topics with Corresponding Teaching Forms/Methods/Technologies

№ p /n	Class Topic	Session Type	Teaching Format / Methods / Technologies (Distance & Interactive)	Hours
1	2	3	4	5
1	Topic 1. Product Management Basics	Lecture	presentation, Discussion	5
2	Topic 1. Product Management Basics	Practical lesson	test, oral questioning	5
3	Topic 2. Market research and consumer analysis	Lecture	presentation, Discussion	5
4	Topic 2. Market research and consumer analysis	Practical lesson	test, oral questioning	5
5	Topic 3. Formation of a product strategy	Lecture	presentation, Discussion	5
6	Topic 3. Formation of a product strategy	Practical lesson	test, oral questioning	5
7	Topic 4. Product development and market launch	Lecture	presentation, Discussion	9
8	Topic 4. Product development and market	Practical lesson	test, oral questioning	9

	launch			
9	Topic 5. Product line management	Lecture	presentation, Discussion	5
10	Topic 5. Product line management	Practical lesson	test, oral questioning	5
11	Topic 6. Product metrics and analytics	Lecture	presentation, Discussion	5
12	Topic 6. Product metrics and analytics	Practical lesson	test, oral questioning	5
Total hours:				68

VIII. Materials for Formative and Summative Assessment

<i>Nº</i>	<i>Type of control</i>	<i>Assessed Themes (Sections)</i>	<i>Assessed Competencies/ Indicators</i>
1	2	3	4
1	Formative control		
1.	Online test in the Hecadem system of differentiated Internet learning	Topic 1. Product Management Basics	PC 3.1 PC 3.2
2	Online test in the Hecadem system of differentiated Internet learning	Topic 2. Market research and consumer analysis	PC 3.1 PC 3.2
3	Online test in the Hecadem system of differentiated Internet learning	Topic 3. Formation of a product strategy	PC 3.1 PC 3.2
4	Online test in the Hecadem system of differentiated Internet learning	Topic 4. Product development and market launch	PC 3.1 PC 3.2
5	Online test in the Hecadem system of differentiated Internet learning	Topic 5. Product line management	PC 3.1 PC 3.2
6	Online test in the Hecadem system of differentiated Internet learning	Topic 6. Product metrics and analytics	PC 3.1 PC 3.2
2	Summative control		
1	2. Credit	All course topics	PC 3.1 PC 3.2

Assessment materials of formative control

Sample questions from online tests

<p>1. What is a product in business?</p> <p>a) Any product produced in a factory</p> <p>b) Everything that satisfies the needs of the client</p> <p>(c) Tangible goods only</p> <p>d) Services only</p> <p>Correct answer: b</p> <p>2. What stage of the product life cycle does market introduction involve?</p> <p>(a) Development</p> <p>(b) Growth</p> <p>(c) Implementation</p>
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(d) Collection of feedback

Correct answer: c

3. What is a product strategy?

a) Product promotion plan

b) A set of solutions for product development and positioning

c) Competitor evaluation method

d) Pricing Only

Correct answer: b

4. What method is used to analyze customer needs?

a) PEST Analysis

b) SWOT analysis

c) Surveys and interviews

(d) Financial report

Correct answer: c

5. Market segmentation allows:

a) Identify competitors

(b) Identify consumer groups with similar needs

(c) Draw up a financial plan

d) Create a product line

Correct answer: b

6. What is a Unique Selling Proposition (USP)?

a) Lowest price on the market

b) A feature of the product that distinguishes it from competitors

c) Marketing campaign plan

d) Position of the product in the life cycle

Correct answer: b

7. The main purpose of product management is:

a) Maximizing sales

b) Creation of any product

(c) Cost reduction

(d) Market research only

Correct answer: a

8. What metrics do product KPIs include?

a) Sales, profits, customer satisfaction

(b) Composition of the produce

(c) Colour of package

d) Production costs only

Correct answer: a

9. At what stage of the product life cycle does sales often increase?

(a) Implementation

(b) Growth

(c) Maturity

(d) Recession

Correct answer: b

10. Which of the methods helps to understand the competitive environment?

a) SWOT analysis

(b) Financial reporting

c) Content marketing

d) Positioning

Correct answer: a

11. The main result of the market analysis:

(a) Cost reduction

- (b) Identification of needs and opportunities
- c) Production of the product
- (d) Evaluation of staff

Correct answer: b

12. What is the process of creating a new product concept called?

- (a) Market research
- b) Ideation and prototyping
- c) Marketing campaign
- d) Product Sales

Correct answer: b

13. What is a product line?

- a) All products of the company
- b) New products only
- c) Only profitable products
- d) Services only

Correct answer: a

14. Which method allows you to choose the optimal assortment matrix?

- (a) Financial analysis
- b) ABC analysis
- c) SWOT analysis
- d) PEST analysis

Correct answer: b

15. What characterizes the mature stage of the product life cycle?

- a) High sales growth
- (b) Stabilization of sales
- (c) Lack of competitors
- (d) Low price

Assessment materials for intermediate certification in the form of an exam

Approximate list of questions on theory

1. **The concept of a product and its classification.** What is a product, what are the types of products (goods, services, digital products), tangible and intangible characteristics, the difference between products by application.
2. **Product strategy.** The main elements of the strategy are: positioning, unique selling proposition (USP), target audience; the impact of the strategy on the development of the product and the company.
3. **Product life cycle.** Stages of the life cycle: development, implementation, growth, maturity, decline; features of product management at each stage.
4. **Market and consumer analysis.** Market research methods: surveys, interviews, focus groups; customer segmentation; identification of needs and preferences; competitive analysis.
5. **Product line and product portfolio.** The concept of a product line; assortment matrix; methods for assessing the profitability and priority of products; portfolio management.
6. **The process of product development and testing.** Stages of product creation: idea generation, prototyping, testing; the importance of customer feedback to improve the product.
7. **Product Performance Management.** Main parameters: functionality, design, quality;

- methods for improving the product and expanding the line.
8. **Data-driven decision-making.** Product metrics: sales, profit, customer satisfaction; product KPIs; Use analytics to manage the product.
 9. **Innovation and product differentiation.** The role of innovation in competitiveness; differentiation methods; the impact of innovation on the product life cycle.
 10. **Product marketing and promotion.** The main tools for product promotion are: marketing campaigns, positioning, distribution channels; the influence of marketing on the perception of the product.
 11. **Financial aspects of product management.** Pricing, profitability calculation, cost and income management; connection of financial indicators with product decision-making.
 12. **Applying analysis to optimize the product.** Using analytics to predict sales, evaluate product performance, and optimize the portfolio.
 13. **Feedback and product improvement.** Methods for receiving and processing feedback from customers; implementing changes to the product and strategy based on data.
 14. **Product management tools.** Software and analytical tools: CRM systems, analytical platforms, design tools; their application for product planning and control.

Evaluation criteria for intermediate and ongoing controls:

Evaluation criteria	Evaluation
Less than 60% of correct answers	2 (unsatisfactory)
Correct answers are at least 60% and at least 70%	3 (Satisfactory)
Correct answers are more than 70% and at least 85%	4 (good)
More than 85% of correct answers	5 (excellent)

Developer:



(signature)

Senior Lecturer Y.O. Dunaeva

(position)

(FULL NAME)

The program is compiled in accordance with the requirements of the Federal State Educational Standards of Higher Education in the direction of training 27.03.05 Innovation, the training profile "Management of innovative and IT projects and products".

The program was considered at a meeting of the Department of Strategic and Financial Management on March 21, 2025, Minutes No 9.

Head of the Department



N.B. Grosheva

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