University of Gdańsk

Subject card

Subject name and code	Product Management, PG_00188670						
Field of study	English Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	Polish			
Semester of study	3		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Institute of English and American Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maria Fengler				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		1.0		34.0	50
Subject objectives	Students learn about product management in different phases of the product life cycle.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FAMU2_K06] Is ready to observe, disseminate and develop the principles of ethics in research work in the field of English linguistics and literature and in professional work.	Is ready to observe, disseminate and develop ethical principles in his/her professional work in the field of product management.	[SK2] presentation/project/paper/ report
	[FAMU2_K05] Is ready to think and act in an entrepreneurial way in various spheres of professional activity related to the use of the English language	Is ready to think and act in an entrepreneurial manner in product management.	[SK2] presentation/project/paper/ report
	[FAMU2_K02] Is prepared to recognise the importance of knowledge and skills in English Studies in solving cognitive and practical problems and to seek the advice of a supervisor in their chosen place of work in the event of difficulty in solving problems on their own.	Is ready to recognize the importance of product management knowledge and skills in solving practical problems, and to consult with a teacher or mentor at the chosen workplace when having difficulty solving problems on her/his own.	[SK2] presentation/project/paper/ report
	[FAMU2_U07] Can lead a debate on linguistics and literature within the framework of English Philology, present and evaluate various opinions and positions, and discuss them in English and Polish.	Is able to conduct a debate, especially on topics related to product management, present and evaluate various opinions and positions and discuss them., present and evaluate various opinions and positions and discuss them.	[SU1] oral statement/conversation/ discussion
	[FAMU2_U10] Can independently plan and implement their own lifelong learning and guide others in this area within the framework of English philology and their chosen field of professional activity.	Is able to independently plan and implement their own lifelong learning and guide others in this regard in product management.	[SU2] presentation/project/paper/ report
	[FAMU2_U05] Can use and present orally and in writing knowledge in the field of auxiliary and related sciences, which is a context for English linguistic and literary studies and supports the professional work of an English philologist.	Is able to use and present orally and in writing the knowledge regarding product management, applicable in the professional work of an English philologist, specialist in natural language processing.	[SU2] presentation/project/paper/ report
	[FAMU2_W15] Knows and understands the grammatical and lexical principles of the English language, the principles of constructing written and oral statements, and the cultural conventions of communication in English at the C2 level.	Knows and understands the conditions (e.g., economic, legal, ethical or social) and procedures, methods and tools used in product management, as well as knows and understands the basic principles of creation and development of various forms of entrepreneurship, useful in planning the career of an English philologist, a specialist in natural language processing.	[SW2] presentation/project/paper/ report
	[FAMU2_W12] Knows and understands the main development trends in literature, in particular with regard to research into English-language literature.	Knows and understands selected issues in product management.	[SW2] presentation/project/paper/ report
Subject contents	The course introduces students to product management topics including lean, MVP and user story mapping. Students will learn how to talk to customers, developers and architects, how to work remotely, how not to fall into the traps of data driven development. The class will include mini-workshops: on Design Thinking, on managing a mature product backlog, and an introduction to UX. Students will also be introduced to examples of running natural language processing products. Students will be introduced to methods that should be used when recognizing and dealing with bad decisions in product management.		
Prerequisites and co-requisites	Choice of the specialisation Natural Language Processing		

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>project</td><td>51.0%</td><td>60.0%</td></tr>
<tr><td>discussion</td><td>51.0%</td><td>40.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Sojkin B. pod red., 2003 r., "Zarządzanie produktem", wyd. Polskie Wydawnictwo Ekonomiczne.

Gorchels L., 2007 r., "Zarządzanie produktem. Od badań i rozwoju do budżetowania reklamy", wyd. Wydawnictwo Helion. Gliwice.</td></tr>
<tr><td>Supplementary literature</td><td>The Lean Startup: How Todays Entrepreneurs Use Continuous Innovation to Create Radically Successful by Eric Ries (Author).</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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