

BUS286, Product and Service Management
Department of International Management and Math, Fall 2018

I. COURSE INFORMATION

Instructor: Prof. Giulia Miniero

Instructor's Email: gminiero@fus.edu

Office Hours: M TH from 2 to 4 pm (send an email for appointment) at Office n 1,
Kaletsch Campus

Class location: MV4

Class meeting times: W 10:00 – 12:45

II. COURSE DESCRIPTION

This course exposes students to the challenges and tools that every day product managers and service managers face in their job. By mixing a theoretical and empirical approach, the course aims at providing students with a range of instruments to analyse, set priorities and launch in the market new products and services that can appeal to consumers. The course will rely extensively on real cases and applications and is heavily based on students participation and contribution.

III. COURSE GOALS AND SPECIFIC LEARNING OUTCOMES

The course aims at illustrating the most relevant aspects of product and service management giving an outline of the main tools used and their functions.

By the end of the course, the students should have developed:

- an ability to apply the tools and methodologies of product and service management;
- an understanding of the components of the new product and service development process;
- an ability to analyse market situation and understand how to manage their product or service in such a context;

IV. TEXTS AND MATERIALS

Books

- 1) "Product Strategy and Management", 2nd Edition by Baker, M., Hart, S. (Ch. 1 to Ch. 6)
- 2) "Service Marketing: Global Edition", 7th Edition by Lovelock, C., Wirtz, J. Pearson (Ch. 1 to Ch. 8)

Additionally, hand-outs, articles and cases will be used to supplement the text.

Suggested Readings will be reported on the Moodle platform . Students are expected to read the material before coming to class and to discuss the assigned materials (readings or cases).

V. ASSESSMENT OVERVIEW

Students' understanding of the concepts covered will be evaluated through written examinations.

Students' ability to use the concepts and skills will be evaluated through written assignments and presentation, case analysis and discussion of real-world cases.

Your final grade is earned according to your efforts in three areas:

- 1) the ability to use and combine different concepts through exams;
- 2) the ability to apply the concepts learned to real world situations through written assignments and presentations;
- 3) the ability to pull together the concepts discussing and analysing real cases

Your attendance and participation will also count towards your final grade as explained below.

No make-up tests are given unless there is documented evidence of a medical (or other serious) problem. Students are given time for assignments, so if they are sick the day the assignment is due they are expected to turn it in via email or through a friend. **Because the answers are discussed in class on the due date, late papers will not be accepted.**

VI. ASSESSMENT DETAILS

Approximately one chapter will be covered each week. The assigned chapters should be read prior to the beginning of each week – classes will be structured around discussion of the assigned materials, **making class participation essential and a major part of your success in the course**. In each class, the material concerning the chapter will be covered by the professor. Then, in the same class, students will be given real examples to be analysed (in group) according to the theoretical material covered in class with the professor. Students have to submit their analysis by the end of the class (at 12,45) on moodle. Each group will receive a short-weekly-comment and evaluation by the professor. It is greatly appreciated if each group reads and comments on the other group's analysis. Students will form teams of 3 persons and will keep the same group composition throughout the course.

Specifically, students have to complete:

- Weekly (in class) group work: 30%
- Midterm: 20%
- Final Group Project: 20%
- Final exam: 30%
- Class Participation: + 5 points on the final grade

FINAL GROUP PROJECT: details and instructions will be presented on the first day of class and uploaded on the moodle platform.

VII. GRADING POLICIES

Final grade scale:

95-100	A
90-94.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
below 60	F

EVALUATION OF YOUR WORK

The instructor will do her best to make her expectations for the various assignments clear and to evaluate them as fairly and objectively. If you feel that an error has occurred in the grading of any assignment, you may, **within one week** of the date the assignment is returned to you, write the instructor a memo in which you request a re-evaluation of the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. You will get your assignment re-evaluated within one week. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

VIII. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)

- Do not arrive late to class or leave early.
 - You are allowed to no more of 3 absences, inclusive of those of normal illness, before your grade is affected. For each absence above 3, your final grade will be reduced by one letter grade; i.e. an "A", will become an "A-".
 - Do not use laptops or mobile phones in class (unless otherwise authorized);
 - Participate, participate, participate! If you read something interesting, if an idea or a thought comes to your mind, bring it to class and discuss!
 - Come to class prepared, work properly on your assignments and submit them on time. If something is not clear, consult immediately with the professor and do not wait the last second.
 - Check once in a while with me if you are doing ok on the course and if you have doubts on any of the topics, come and talk to me. Do not wait last week of class for consulting me during office hours and beg for an extra credit assignment!
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IX. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one's personal integrity and is unjust to those students who have studied. See the Academic Catalogue for full statement.

X. COURSE SCHEDULE

Wednesday	Aug 29	Introduction to course and refresh of the main concepts	Ch. 1	Book: Product Strategy and Management
Wednesday	Sept 5	The Product in Theory and Practice	Ch. 2	
Wednesday	Sept 12	The product life cycle in theory and practice	Ch. 4	
Wednesday	Sept 19	Product Portfolios	Ch. 5	
Wednesday	Sept 26	The importance, nature and management of the new product development process	Ch. 6	
Wednesday	Oct 3	Marketing and the Service Economy	Ch. 1	Book: Service Marketing Global Edition
Wednesday	Oct 10	Consumer Behavior in a Service Context	Ch.2	
Wednesday	Oct 17	MIDTERM		
Wednesday	Oct 24	ACADEMIC TRAVEL		
Wednesday	Oct 31			
Wednesday	Nov 7	Positioning Service in Competitive Markets	Ch. 3	Book: Service Marketing Global Edition
Wednesday	Nov 8	Applying the 4ps of Marketing to Services	Selection of Ch. 4, 5, 6, 7	
Wednesday	Nov 14	Designing and Managing Service Process	Ch. 8	
Wednesday	Nov 21	In class project work		
Wednesday	Nov 28	Project Presentation		
Wednesday	Dec 5	Project Presentation & Final Review		
Wednesday	Dec 12	Final exam: 11-13		