

80241 - International product management

Teaching Guide Information

Subject: Elective

Teaching language:

Plenary session: Group 1: English

Number of credits: 6.0

Term: Second quarter

1. Basic description

Academic center: Escola Superior de Comerç Internacional

Degree / Course: International Business Program

Contact Hours: 45

Total number of hours committed: 150

Lecturer: Jose Carlos Andres (jose.andres@prof.esci.upf.edu)

Timetable: [SIGMA Schedule](#)

Office hour: Tuesdays, 10:00 - 10:30

2. Presentation of the course

Are you passionate about marketing? Do you want to work in a multicultural company and manage your own Product Portfolio? If yes, then this course is for you. Via a set of lectures with real life examples and tools & seminars with practical exercises, we will undertake a practical/actionable approach to International Product Management (IPM) to help you start developing your own criteria. You will learn & understand different leverages (e.g., strategic, analytical, operational decision taking), specifically adapted to the unpredictable times we live in.

The IPM course takes a holistic approach to product management by providing an insight in the entire process - from the moment an idea/insight for a new product or service is conceived, actual product development, branding and launching into the market all the way till it is discontinued and withdrawn from the market. We will review New Digital Transformation technologies that are already impacting business and consumers worldwide, as we go through 2024.

And we will also discuss on those New Digital Technologies that are likely to impact us all in the future 2024 and beyond (AI, 5G, VR/AR, IOT, etc... or a combination of them!).

Thus, this IPM course will help you to practice and reinforce Solid Business Fundamentals tools to improve your practical approach towards International Product Management: adding value, going beyond what is obvious (connecting the dots...), and also connecting with the others!

3. Competences to be worked in the course

General competences:

Instrumental competences

G.I.2. Ability to relate concepts and knowledge from different areas.

G.I.3. Ability to organize and plan.

G.I.6. Ability to develop, present and defend

Specific competences:

Disciplinary competences

E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies

arguments.	Professional competences
Generic personal competences	E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.
G.P.5. Capacity for empathising	E.P.8. Ability to take functional decisions within an organization with international activity.
Generic Systematic competences	E.P.20. Ability to confront and understand the business culture and environment and propose real solutions to specific problems in the organization.
G.S.1. Ability to apply creativity.	
G.S.2. Ability to observe	
G.S.3. Ability to think globally.	
Competences for applicability	
G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.	
G.A.3. Ability to search and exploit new information sources.	
G.A.4. Ability to understand and apply the network concept.	
G.A.5. Ability to understand an economic organization with a global perspective.	

The above competences interrelated with the basic abilities set out in Royal Decree 1393/2007 are namely:

1. competence to **understand knowledge** on the basis of general secondary education.
2. competence to **apply knowledge** to day-to-day work in international management or marketing, more specifically, the ability to develop and defend arguments and to solve problems.
3. competence to **gather and interpret** relevant **data** making possible to issue reflective judgments on economic and social reality.
4. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialized and non-specialized audience.
5. competence to **develop learning activities** in a relative autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: understanding knowledge

General Competences: G.S.2, G.A.2, G.A.5

Specific competences: E.P.1

Basic competence: application of knowledge

General competences: G.S.1, G.S.3, G.A.4

Specific competences: E.P.20

Basic competence: gather and interpret data

General competences: G.A.3

Specific competences: E.P.8

Basic competence: communicate and transmit information

General competences: G.I.6, G.P.5

Basic competence: develop learning activities

General competences: G.I.2, G.I.3

Specific competences: E.D.11

Competences that define the professional profile which are not included under basic competences:

In general, these competences combine the following key elements for professionalizing students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments.
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- provide students with the capacity to make complex decisions and carry out negotiation processes.

Learning outcomes

Establish the strategies and positioning for products at an international level.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model must switch either to a hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

The IPM course takes a holistic approach to product management, from the moment an idea for a new product is conceived to the time it is discontinued and withdrawn from the market. The course is structured around the following topics:

TOPIC 1: International Product Management (IPM) In the Digital Economy

TOPIC 2: Product Innovation

- Entrepreneurship and Product Innovation Models in Organisations
- Open Innovation Ecosystems

TOPIC 3: The New Product Development Process

- Concept Development and Business Modelling
- Product Definition, Prototyping and Supply-Chain Planning

TOPIC 4: Product Branding and Positioning

- Market Considerations, 5C's
- Product Branding & Storytelling

TOPIC 5: Product Lifecycle

- Solid business Fundamentals: Strategic Planning, Added Value
- Product Launch and Market Entry Strategies, Managing the Life-Cycle

TOPIC 6: Digital Transformation Opportunities

- Digital Transformation: network effect, Exponential Organizations
- From Traditional 4P's to Digital Conversion Funnel
- The impact of Digital Technologies: IA (chat GPT & beyond!), VR/AR, IoT, 5G, Blockchain, 3D Printing

5. Assessment

Regular term evaluation

The course grade will be based on the completion of several continuous assessment activities and a final exam that will assess the degree of achievement of the different skills worked during the course. The final grade will be determined as the weighted average of various continuous evaluation activities and a final exam, as indicated:

Participation: 10%

2 Group Papers: 10% + 10%

Individual Essay: 20%

Final exam: 50%

Taking the final exam is a necessary condition to pass the subject. In case of not attending the final exam, the student will obtain the 'not attended' qualification.

Total or partial copy and/or plagiarism will imply a failure in the subject with a final grade of zero points and no access to the make-up exam. According to the academic regulations specified in the Disciplinary rules for students of Universitat Pompeu Fabra, other additional sanctions may apply depending on the seriousness of the offence.

In case of divergence between the evaluation criteria established in the Learning Plan and the Teaching Guide, those established in the Learning Plan will prevail.

6. Sustainable Development Goals

This IPM subject connects/explains and shows theoretical and practical examples linked to the following SDG:

SDG 3: GOOD HEALTH AND WELL-BEING

SDG 4: QUALITY EDUCATION

SDG 5: GENDER EQUALITY

SDG 8: DECENT WORK AND ECONOMIC GROWTH

SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

SDG 10: REDUCED INEQUALITIES

SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

SDG 13: CLIMATE ACTION

SDG 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

SDG 17: PARTNERSHIPS FOR THE GOALS