

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Assortment Management		Code 1011105331011145027
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Marketing and Company Resources	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 100 2%
Responsible for subject / lecturer: dr inż. Marek Goliński email: e-mail: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		Responsible for subject / lecturer: dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has basic knowledge from marketing and marketing research
2	Skills	A student is able to interpret and describe the factors that affect the market mechanism of efficient functioning of the enterprise.
3	Social competencies	A student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
Assumptions and objectives of the course: Understanding the importance of making assortment in creating of the competitive advantage of enterprise, learning methods and techniques of assortment management.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student has knowledge about the significance and interrelationships of the product range in marketing mix. - [K2A_W01]		
2. The student knows and understands the ways of functioning of the techniques and tools that form enterprise - [K2A_W08]		
3. The student knows basic terminology relating to the formation of assortment, value, innovation and creativity. - [K2A_W01]		
4. The student has knowledge of the techniques and research methods used in the formation of product range. - [K2A_W09]		
5. The student has knowledge of the marketing strategies used in the assortment management. - [K2A_W05]		
Skills:		
1. Student is able to identify market factors that influence formation of assortment - [K2A_U01]		
2. The student is able to classify the products and determine the value of the product range for the target customers group. - [K2A_U02]		
3. The student is able to make an economic assessment of the decisions taken about formation of assortment. - [K2A_U04]		
4. The student is able to apply the techniques and methods for creative and innovative ways to develop the product range. - [K2A_U06]		
5. Student is able to apply the research techniques and methods for the development and verification of new product range on the market. - [K2A_U07]		
Social competencies:		

1. The student is able to use the skills to conduct in creative and innovative way both in professional use as well as personal life. - [K2A_K05]
2. The student is aware of the significance of the decision from the management of new products and their impact on the behavior of buyers. - [K2A_K03]
3. Student is able to use modern information and communication technologies both for professional use as well as personal life in a conscious and effecting way - [K2A_K06]

Assessment methods of study outcomes

Forming rating:

short discussions checking the effectiveness of the education process, adapting teaching to the level of students and showing the range of the material possessed within the management assortment.

Summary rating:

colloquium lasting about 60 minutes. including theoretical questions to be confirmed with example, colloquium is usually performed in 14th week of the semester.

Course description

The selection and optimization of assortment. Characteristics of product lines. Product as part of the marketing mix. Forming quality of products. Positioning of the product range. Formation of assortment, based on the analysis of market. Identification and creation of the value of products for the customers. Brand and packaging in the formation of assortment. Characteristics and planning of depth and width of assortment.

Basic bibliography:

1. Mantura W., Marketing przedsiębiorstw przemysłowych, Wydawnictwo Politechniki Poznańskiej, Poznań, 2000
2. Rutkowski I., Strategie produktu. Koncepcje i metody zarządzania ofertą produktową, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2011

Additional bibliography:

1. . Rutkowski I., Rozwój nowego produktu. Metody i uwarunkowania, Wyd. PWE , Warszawa, 2007
2. Goliński M., Zarządzanie nowymi produktami, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

Result of average student's workload

Activity	Time (working hours)	
1. Lectures	15	
2. Preparing to pass of the lecture	25	
3. Consultation	10	
4. Final pass	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	52	2
Contact hours	27	1
Practical activities	0	0