Information Technology Creative Product and Business Management

Course Title: Information Technology Creative Product and Business Management

Course Code: CIE60063	Student Workload: 8.50 Hours/ Weeks	Credits: 3 Credits (4.50 ECTS)	Semester: 6th Semester	Frequency: Even Semester	Duration: 16 Weeks/ Semester (*Lecture*: 14 weeks; *Midterm assessment*: 1 week; *Final assessment*: 1 week)

1	Types of Courses: General Course	Contact Hours: *Lecturing*: 2.50 Hours/ Week; *Practical Work*: 0.00 Hours/ Week	Independent Study: *Self-study*: 3.00 Hours/ Week; *Structured Assignment*: 3.00 Hours/ Week	Class Size: 40 Students

2	**Prerequisites for Participation** (If Applicable):

1. Entrepreneurship
2. User Interface Design
3. Information System Analysis and Design

3	**Learning Outcomes:**

1. M1: Able to understand the basic concepts of product management and entrepreneurial theory in the context of information technology business (ILO-4) (0,2)
2. M2: Able to plan strategies for making information technology products using a business model map design (ILO-10) (0,2)
3. M3: Able to make prototypes by calculating the cost of information technology products using product marketing and mass production planning (ILO-10) (0,2)
4. M4: Able to compile reports on information technology business developments as well as create promotional media based on product life cycle (ILO-12) (0,4)

4	**Subject aims/Content:**

At the end of the course, students are expected:
1. L1: Able to understand the basic concepts of product management and their relationship with the entrepreneurial theory that can generate information technology business ideas (M1)
2. L2: Able to plan product manufacturing strategies with the application of information technology innovation based on business model design (M2)
3. L3: Able to make prototypes by analyzing the financing of information technology products based on the elements and types of production costs (M3)
4. L4: Able to apply product marketing strategies as the basis for assembling plans and indicators of mass production success (M3)
5. L5: Able to assess business development as well as the use of types of promotional media that are adapted to the product life cycle (M4)

5	**Teaching Methods:**

Lecturing, Group Discussion, Case-Based Learning

6	**Assessment Methods:**

Multiple Choice, Essay, Product Assessment, Performance Test, Peer Assessment

7	**This Course is Used in The Following Study Programme/s as Well:**

-

8	**Responsibility for Course:**

Ir. Admaja Dwi Herlambang, S.Pd., M.Pd.

9	**Other Information:**

Bibliography:
1. Ananda, R. & Rafida, T. 2016. Pengantar Kewirausahaan: Rekayasa Akademik Melahirkan Entrepreneurship. Medan: Perdana Publishing.
2. Avlonitis, G.J. & Papastathopulou. 2006. Product and Services Management. London: Sage Publications, Ltd.
3. Wagenblatt, T. 2019. Software Product Management. Switzerland: Springer.

4. Harris, T. 2019. Start-up: A Practical Guide to Starting and Running a New Business. Berlin: Springer.
5. Trott, P. 2017. Innovation Management and New Product Development. United Kingdom: Pearson Education Limited.
6. Barrow, C. 2008. Practical Financial Management. United Kingdom: Kogan Page.
7. Barrow, C., Barrow, P., & Brown, R. 2012. The Business Plan Workbook. United Kingdom: Kogan Page.
8. Slaughter, S.A. 2014. A Profile of the Software Industry. New York: Business Expert Press.