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Improvement of Product Development Studies in Serbia and Bosnia and Herzegovina



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WP 1.1

**Required competences and learning outcomes of curriculums
in field of Management of Product Development, Innovations
management, Eco-product Development, and Industrial
Product Development**

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In General

The reason why the significant number of eminent foreign companies haven't respond to the survey could be, that these companies are not interested in product development in Serbia and Bosnia and Herzegovina. If this issue is true the focus of the improvement of the product development education in Serbia and Bosnia and Herzegovina should be more oriented on the requirements of local medium sized and small companies. For a concluding decision there is an investigation on the reason of no attendance on the survey of the eminent foreign companies necessary. A good connection between universities and local companies is the basis for purposive improvement of the product development studies in Serbia and Bosnia and Herzegovina.

I. Product development and innovative management knowledge as well as the consciousness/needs about /of innovations within the company

Regarding the issue that only one-third of the surveyed persons gave the answer that all employees have adequate trainings, there is a huge space for trainings for people working in the industry. If there is an offer of workshops, trainings and conferences in product development and innovation management for employees of local companies the chance that the offer will be well received is very high.

The results of the survey also show that the higher percentage of the companies have no contacts with local universities or local higher education schools. The cooperation between local universities and higher education schools have to be improved because this gives product development students a good job-perspective and companies are able to bring in their needs on product development education.

II. Strategy of the product development (marketing, concurrence, orientation of the company to the customer etc.)

The results of the answers in this field of the survey shows that there is a lack of economic thinking in the product development processes and innovation management of the surveyed companies. This lack could be reduced if in the product development education more management skills and economic sciences are taught.

III. New technologies, planning, organization and human resources

According the answers in this field of the survey, a high percentage of the people in the industry don't have a clear picture of the meaning of a strategic product development process and the hierarchy in the product development process. There is also no experience in team work. This is another justification why more management skills and soft skills have to be taught in the product development education.

IV. Quality – standards - ecology

A high percentage of the surveyed companies have no adequate knowledge in the fields of quality, standards and ecology. So there is a need for the product development education also to focus in this area.

V. Which knowledge product development engineers need to have (basic knowledge and time dependent knowledge)?

Based on the answers of the surveyed companies the highest importance have technical knowledge. Methodological knowledge is ranked as the second highest after technical knowledge. The lowest importance for surveyed are economic knowledge. This leads to the conclusion that the meaning of methodical and economic knowledge in the product development process is not really visible for a high percentage of the surveyed companies. A better organized and better structured product development education system leads to a better understanding for the importance of methodical and economic knowledge in the product development.