

**IPROD**

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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**

**Comments FGEEIM (TUS)**

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## **In General**

The reason that many companies have not respond to the survey could be that they might not have any interest in product development in Serbia and Bosnia and Herzegovina. Other reason might be that perhaps they don't know the situation in product development business on local level. In this regard it would be recommended, the improvement of product development education in Serbia and Bosnia and Herzegovina to be more oriented on the demands of local medium sized and small enterprises. It would be appropriate if the universities and local business create good connections between eachother in order the improvement of the product development studies in Serbia and Bosnia and Herzegovina to be successful.

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

The results of the survey show the following consequences:

1. Many of the home companies have not created good contacts with the resident universities and higher professional schools in area of product development. They must establish cooperation and coordination, so that universities and professional schools can improve their curriculums in product development, corresponding to the demand of the companies on the one hand and on the other hand that the education gives more professional perspectives for students;
2. In regard to the consequences that only one third of the surveyed companies have answered that all employees have adequate trainings, there is a huge space for trainings for people working in the industry. If the enterprises offer adequate trainings and education to their employs in area of product development and innovation, they will accept and appreciate very high this kind of policy.

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

The answers of the survey show that there is a deficit of economic vision in the product development processes and innovation management. This deficit could be reduced if in the product development education more economics and management subjects are included.

### **III. New technologies, planning, organization and human resources**

In this part of the survey most of the people do not have very plain vision for the meaning of a strategic product development issue. The results show that there is not enough experience in team work. That is why there must be included more subjects regarding modern management and soft skills.

### **IV. Quality – standards - ecology**

Very high percentages of the surveyed companies do not have enough knowledge in the fields of quality, standards and ecology. There is a need of education and training in this area.

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

The results in this part of the survey show that the first important knowledge for companies is technical knowledge. The second important knowledge is methodological knowledge. Economic knowledge is ranked on third place. This means that the importance of methodical and economic knowledge in the product development process is not really visible for many businesses that participated in the survey.

