

ITLS 4110 Product and Project Management

Course Description

This course teaches the fundamental principles of product management to strategically drive the development, market launch, and continual support and improvement of a company's products. The course also teaches the fundamentals and interactivity of project management to drive development processes.

This is an asynchronous course with no set meeting time. You will, however, be required to meet with your groups during the semester. Those times will be chosen by the group as a whole.

Fees

None

Course Objectives

By the end of this course, you will be able to:

1. Recognize all aspects of the Product Development cycle and be able to undertake appropriate plans for each phase.
2. Understand different types of Project Management and their intended purposes.

Instructor

Aprel Mendenhall, MEd

801-367-2241 | aprel.mendenhall@usu.edu

Instructional Technology and Learning Sciences

UMC Old Main Hill, Logan, UT 84322

[Schedule an appointment](#) [Links to an external site.](#)

Course Resources

Your **required** textbook is:

- Brian Lawley, Pamela Schure (2017). *Product Management for Dummies*. John Wiley & Sons, Inc. ISBN 1119264022

This is a very inexpensive and extremely valuable book. It will be required for the course.

Reading for the semester:

- Week 1 Chapter 1 pages 5-13
- Week 2 Chapters 2 & 3
- Week 3 Chapter 4 - 7
- Week 4 Chapters 8 & 9
- Week 5 Review Chapter 5 pages 72-78; Online article available when the module opens
- Week 6 Chapter 10, 11 & 15
- Week 7 Chapter 13 & 14
- Week 8 Chapter 18
- Week 9 Online article available when the module opens
- Week 10 Chapter 12
- Week 11 Chapter 17
- Week 12 TBD
- Week 13 Online article available when the module opens
- Week 14 Chapter 20-22

Course Requirements

Each student will:

1. View all class modules and lectures
2. Complete all assignments
3. Complete a full design project by the end of the semester

Evaluation Methods and Criteria

Points will be given for all assignments and projects. Full points will be awarded if the student completes all that was asked for in the assignment and it was submitted on time. **Late assignments will only be accepted if the instructor is notified before the assignment is due.**

Grade Scheme

The following grading standards will be used in this class:

Grade	Range
A	100 % to 93.0%
A-	< 93.0 % to 90.0%
B+	< 90.0 % to 87.0%
B	< 87.0 % to 83.0%
B-	< 83.0 % to 80.0%
C+	< 80.0 % to 77.0%
C	< 77.0 % to 73.0%

Grade	Range
C-	< 73.0 % to 70.0%
D+	< 70.0 % to 67.0%
D	< 67.0 % to 60.0%
F	< 59.0 % to 0.0%

Course Schedule/Outline

This course is arranged with one module per week. The modules will open on Wednesday mornings and most assignments will be due on Tuesday nights at 11:59 pm.

Attendance and Excused Absences Policy

This course is taught completely online with extensive group work. Group work times will be the responsibility of the students in the group and will always be flexible.

Library Services

All USU students attending classes in Logan, at our Regional Campuses, or online can access all databases, e-journals, and e-books regardless of location. Additionally, the library will mail printed books to students, at no charge to them. Students can also borrow books from any Utah academic library. Take advantage of all library services and learn more at libguides.usu.edu/rc. [Links to an external site.](#)

Classroom Civility

Utah State University supports the principle of freedom of expression for both faculty and students. The University respects the rights of faculty to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede the learning process. Disruptive classroom behavior will not be tolerated. An individual engaging in such behavior may be subject to disciplinary action. Read [Student Code Article V Section V-3](#) [Links to an external site.](#) for more information.

University Policies & Procedures

Academic Freedom and Professional Responsibilities

Academic freedom is the right to teach, study, discuss, investigate, discover, create, and publish freely. Academic freedom protects the rights of faculty members in teaching and of students in learning. Freedom in research is fundamental to the advancement of truth. Faculty members are entitled to full freedom in teaching, research, and creative activities, subject to the limitations imposed by professional responsibility. [Faculty Code Policy #403](#) [Links to an external site.](#) further defines academic freedom and professional responsibilities.

Academic Integrity – "The Honor System"

Each student has the right and duty to pursue his or her academic experience free of dishonesty. To enhance the learning environment at Utah State University and to develop student academic integrity, each student agrees to the following Honor Pledge:

"I pledge, on my honor, to conduct myself with the foremost level of academic integrity."

A student who lives by the Honor Pledge is a student who does more than not cheat, falsify, or plagiarize. A student who lives by the Honor Pledge:

- Espouses academic integrity as an underlying and essential principle of the Utah State University community;
- Understands that each act of academic dishonesty devalues every degree that is awarded by this institution; and
- Is a welcomed and valued member of Utah State University.

Academic Dishonesty

The instructor of this course will take appropriate actions in response to Academic Dishonesty, as defined the University's Student Code. Acts of academic dishonesty include but are not limited to:

- **Cheating:** using, attempting to use, or providing others with any unauthorized assistance in taking quizzes, tests, examinations, or in any other academic exercise or activity. Unauthorized assistance includes:
 - Working in a group when the instructor has designated that the quiz, test, examination, or any other academic exercise or activity be done "individually;"
 - Depending on the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
 - Substituting for another student, or permitting another student to substitute for oneself, in taking an examination or preparing academic work;
 - Acquiring tests or other academic material belonging to a faculty member, staff member, or another student without express permission;
 - Continuing to write after time has been called on a quiz, test, examination, or any other academic exercise or activity;
 - Submitting substantially the same work for credit in more than one class, except with prior approval of the instructor; or engaging in any form of research fraud.
- **Falsification:** altering or fabricating any information or citation in an academic exercise or activity.
- **Plagiarism:** representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes using materials

prepared by another person or by an agency engaged in the sale of term papers or other academic materials.

For additional information go to: [ARTICLE VI. University Regulations Regarding Academic IntegrityLinks to an external site.](#)

Discrimination and Sexual Misconduct

General Overview

USU strives to provide an environment for students and employees that is free from [discriminationLinks to an external site.](#) and [sexual misconductLinks to an external site.](#) If you experience sexual misconduct or discrimination at any point during the semester inside or outside of class, you are encouraged to contact the USU Title IX Coordinator via Distance Education room 400 in Logan, 435-797-1266, titleix@usu.edu, or at equity.usu.edu/reportLinks to an external site. You can learn more about the USU resources available for individuals who have experienced sexual misconduct at sexualrespect.usu.eduLinks to an external site. Resources for individuals who have experienced discrimination are listed at equity.usu.edu/resourcesLinks to an external site.

Required Reporting of Sexual Misconduct

The instructor is designated by USU as a "[reporting employeeLinks to an external site.](#)" This means that if you share information about [sexual misconductLinks to an external site.](#) (sexual harassment, sexual exploitation, sexual assault, relationship violence, or sex-based stalking) with the instructor, they *will report* that information to the USU Title IX Coordinator. The instructor is also required to tell you about [designated confidential resourcesLinks to an external site.](#), [supportive measuresLinks to an external site.](#), and [how you can file a reportLinks to an external site.](#) with the USU Title IX Coordinator.

Withdrawal Policy and "I" Grade Policy

Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances, but not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.

Students with Disabilities

USU welcomes students with disabilities. If you have, or suspect you may have, a physical, mental health, or learning disability that may require accommodations in this course, please contact the [Disability Resource Center \(DRC\) Links to an external site.](#) as early in the semester as possible (University Inn # 101, (435) 797-2444, drc@usu.edu). All

disability related accommodations must be approved by the DRC. Once approved, the DRC will coordinate with faculty to provide accommodations.

Students who are at a higher risk for complications from COVID-19 or who contract COVID-19 may also be eligible for accommodations.

Respect for Diversity

Regardless of intent, careless or ill-informed remarks can be offensive and hurtful to others and detract from the learning climate. If you feel uncomfortable in a classroom due to offensive language or actions by an instructor or student(s) regarding ethnicity, gender, or sexual orientation, contact:

- Division of Student Affairs: <https://studentaffairs.usu.edu>Links to an external site., (435) 797-1712, studentservices@usu.edu, TSC 220
- Student Legal Services: <https://www.usu.edu/involvement/student-association/student-advocacy/legal-services>Links to an external site., (435) 797-2912, TSC 326,
- Access and Diversity: <https://www.usu.edu/inclusion/>Links to an external site., (435) 797-1728, access@usu.edu; TSC 315
- Multicultural Programs: <https://www.usu.edu/inclusion/programs/multicultural/>Links to an external site., (435) 797-1728, TSC 315
- LGBTQA Programs: <https://www.usu.edu/inclusion/programs/lgbtplus-and-allies/>Links to an external site., (435) 797-1728, TSC 3145
- Provost's Office Diversity Resources: <https://www.usu.edu/provost/diversity>Links to an external site., (435) 797-8176

You can learn about your student rights by visiting:

The Code of Policies and Procedures for Students at Utah State

University: <https://studentconduct.usu.edu/studentcode>Links to an external site.

Grievance Process

Students who feel they have been unfairly treated may file a grievance through the channels and procedures described in the Student Code: [Article VII](#)Links to an external site.

Full details for USU Academic Policies and Procedures can be found at:

- [Student Conduct](#)Links to an external site.
- [Student Code](#)Links to an external site.
- [Academic Integrity](#)Links to an external site.
- [USU Academic Policies and Procedures](#)Links to an external site.
- [Academic Freedom and Professional Responsibility Policy](#)Links to an external site.

Emergency Procedures

In the case of a drill or real emergency, classes will be notified to evacuate the building by the sound of the fire/emergency alarm system or by a building representative. In the event of a disaster that may interfere with either notification, evacuate as the situation dictates (i.e., in an earthquake when shaking ceases or immediately when a fire is discovered). Turn off computers and take any personal items with you. Elevators should not be used; instead, use the closest stairs.

General Health Protocols

The cold, flu, COVID-19, and other illnesses can have an impact on the health of our university community. USU welcomes the wearing of masks in all university buildings and encourages taking measures to mitigate risk as recommended by federal and state public health officials: getting vaccinated, staying home if you are sick (even with mild symptoms), and frequent hand washing.

Mental Health

Mental health is critically important for the success of USU students. As a student, you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. Utah State University provides free services for students to assist them with addressing these and other concerns. You can learn more about the broad range of confidential mental health services available on campus at [Counseling and Psychological Services \(CAPS\)](#)[Links to an external site.](#)

Students are also encouraged to download the [“SafeUT App”](#)[Links to an external site.](#) to their smartphones. The SafeUT application is a 24/7 statewide crisis text and tip service that provides real-time crisis intervention to students through texting and a confidential tip program that can help anyone with emotional crises, bullying, relationship problems, mental health, or suicide related issues.