

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	JOB106		
Course Name:	ARCHITECHT Software Product Management		
Semester:	Spring		
Course Credits:	ECTS 5		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree		
Mode of Delivery:	E-Learning		
Course Coordinator:	Araş. Gör. KAZIM TİMUÇİN UTKAN		
Course Lecturer(s):	Doç. Dr. ŞEBNEM ÖZDEMİR		
Course Assistants:			

Course Objective and Content

Course Objectives:	This course aims to equip students with the fundamental concepts and practical tools necessary for successful software product management. The students will develop an understanding of the roles of a product manager and the importance of balancing user needs with business objectives. By engaging in real-life scenarios and case studies, students will apply theories and practices to manage a software product effectively through its life cycle, from ideation to launch and beyond, ensuring alignment with the market needs and company strategy.
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Course Content:	1. Introduction to software product management: Definitions, roles, and responsibilities. 2. Product life cycle management: From conception to retirement. 3. Agile and waterfall methodologies in product management. 4. User-centered design and user experience (UX) principles. 5. Metrics and KPIs for product success, data-driven decision-making.
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Learning Outcomes

The students who have succeeded in this course;

- 1) Students will understand the role, challenges, and best practices of software product management.
- 2) Students will be able to apply the principles of Agile and Waterfall methodologies to product management.
- 3) Students will learn to integrate user-centered design and UX into product development.
- 4) Students will understand how to define and use metrics and KPIs to track product performance.
- 5) Students will develop the skills to make strategic decisions based on qualitative and quantitative data.

Course Flow Plan

Week	Subject	Related Preparation
1)	Course Introduction and Overview of Software Product Management	-
2)	The role of a Product Manager and the Product Management Process	-
3)	Market Research and Identifying Customer Needs	-
4)	Product Strategy – Vision, Goals, and Initiatives	-
5)	Introduction to Agile Product Management	-
6)	Introduction to Waterfall Product Management	-
7)	User-Centered Design and UX Fundamentals in Product Development	-
8)	Midterm Exam	-
9)	Applying User Stories and Personas	-
10)	Prioritization Techniques and Roadmap Planning	-
11)	MVPs, Prototyping, and Validation Techniques	-
12)	Analytics, Metrics, and Data-Driven Product Management	-
13)	Growth Hacking and Product Scaling Strategies	-
14)	Leadership and Communication for Product Managers	-
15)	Ethics and Legal Considerations in Product Management	-

16)	Final Exam	-
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Sources

Course Notes / Textbooks:	-
References:	-

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5
Program Outcomes					
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.					
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.					
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.					
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.					
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.					
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.					
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.					
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.					
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.					

10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	1	2	3	4	5
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.					
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society					
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.					
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.					
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.					

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	

6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
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15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
total		% 100
PERCENTAGE OF SEMESTER WORK		% 40

PERCENTAGE OF FINAL WORK	% 60
total	% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Workload
Course Hours	16	32
Midterms	8	44
Final	8	46
Total Workload		122