Software Product Management Course Introduction

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

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Product Management

Software product management is the **management** of a company's **software products** [along the product life-cycle] [across the product portfolio]. [DR]

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Course Learning Goals

- Students will gain a conceptual understanding of
  - software product management
    - In both strategic and technical product management
    - For the whole life-cycle of a product
    - Across a product portfolio
  - By preparing teaching cases for class

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The (Teaching) Case Method (Recap)

- The (Harvard Business School) Case Method is an example-based classroom teaching method used to teach concepts and practices applicable to complex real-world scenarios.
- Students prepare for and discuss in class “the case”, a (mostly) realistic representation (10-20 page paper) of a particular situation that a decision maker faced in some context (typically a company).
- The case lays out the pros and cons of a difficult decision making situation without suggesting a particular solution; it is up to the students to come up with an opinion and defend it in class.
- The case method is suitable for content-to-learn that cannot be easily captured as simple formulas; it aims at complex real-world scenarios, not complicated algorithmic problems.

- More information and PM by Case cases available at https://wp.me/Pe4V6-1sW

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Skills Required for Course

- Basic understanding of
  - Business in general
  - Software industry in particular
- Strong analytical skills

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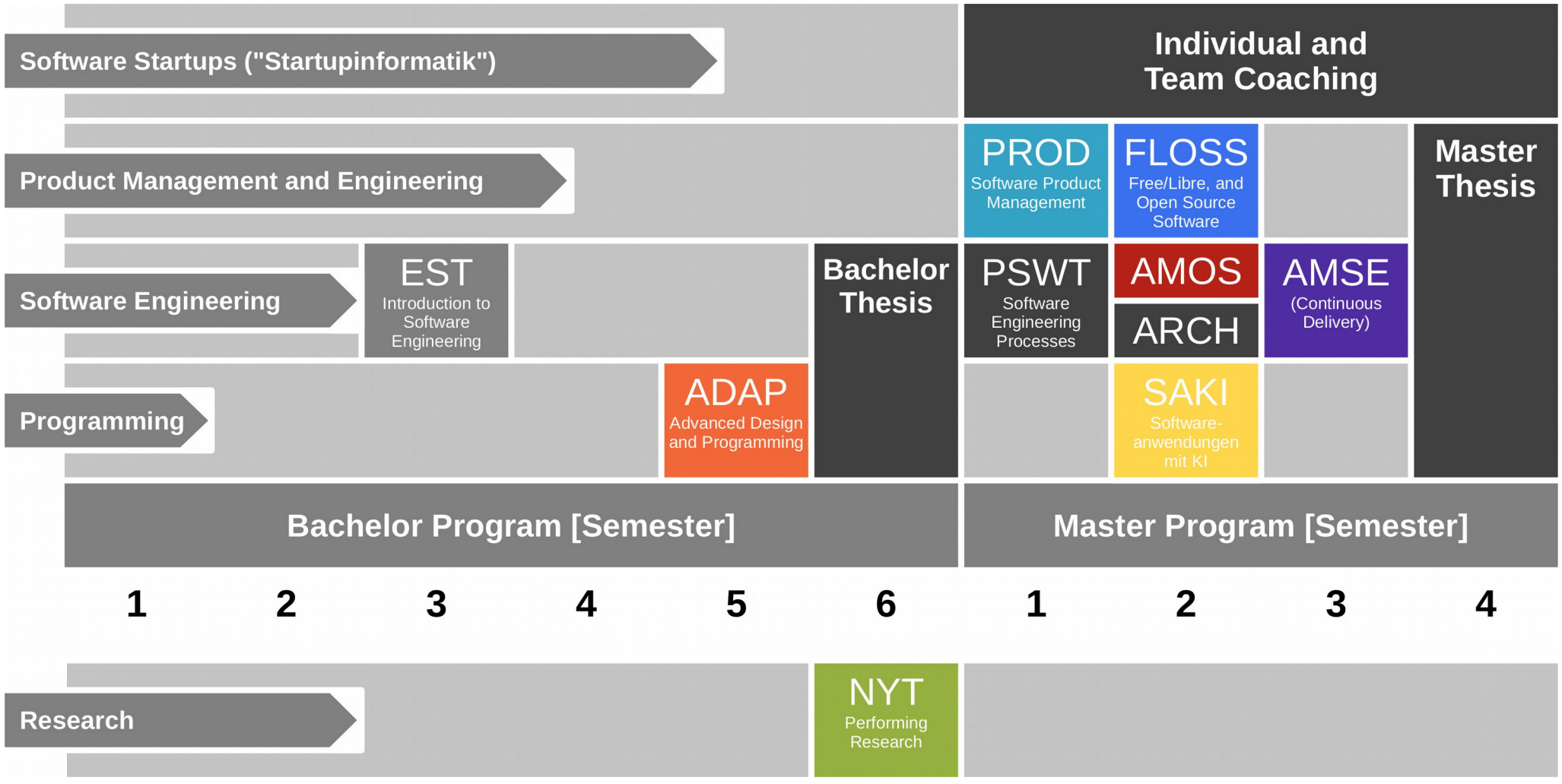
Course Position in Curriculum



Courses and Modules

		Courses (Lehrveranstaltungen)		
		OSS-PROD-VUE	OSS-PROD-PROJ	Total ECTS
Modules	OSS-PROD-VUE	x	–	5
	OSS-PROD-PROJ	–	x	5
	OSS-PROD-VUE+PROJ	x	x	10

VUE = Lecture + exercise (Vorlesung + Übung)
PROJ = Project

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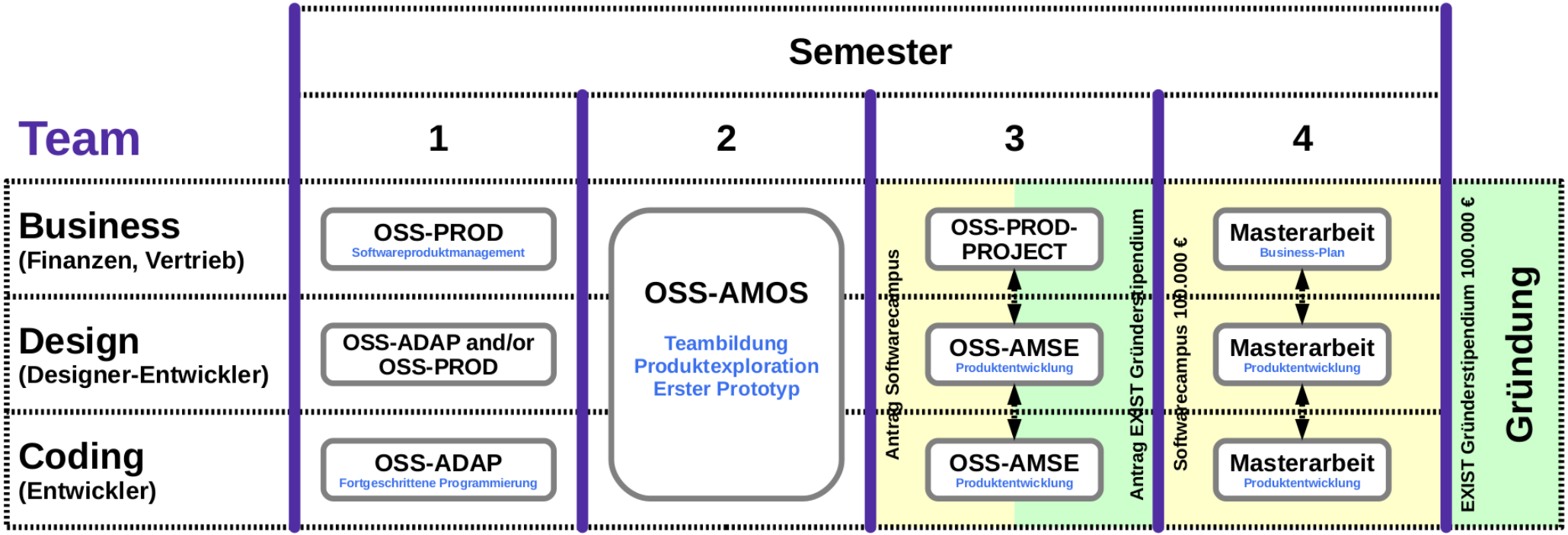
Startupinformatik

Dein Weg zur Startup im Masterstudium, seit 2010!



http://startupinformatik.de

Gewinner 1ter Preis 2015
Programm zur Startup-
Förderung an Hochschulen

hoch sprung

Course Grading

- Cases are graded using [0..10] scheme [1]

[1] Also see http://osr.cs.fau.de/teaching/course-resources/grading-schemes-and-scales/

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Grading Rubric for Teaching Cases

Categories	Points					Criteria
	Disagree	Disagree some	Neutral	Agree some	Agree	
Form (10%)	Does the deliverable meet formal requirements?					Does the deliverable meet page length requirements, has the right language, has required header, etc.?
Language (10%)	Is the language clear, concise, and helpful?					Are sentences complete, is the grammar correct, are statements coherent, etc.?
Structure (30%)	Does the deliverable have a clear logical structure?					Does the deliverable reviews alternatives, makes recommendation, argues for it, etc.?
Analysis (50%)	Is the recommendation clear and well supported?					As a reference, use your own deliverable as well as what you learned in class.

Requirement for Passing Course

- Pass Case 2016-03 analysis
- Pass 50% of all cases

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Acquiring Extra Credit

- Attend guest speaker lecture in person (5% bonus)
- Attend student presentations in person (5% bonus)

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Receiving a Grade for the Course

- If you want to receive a grade
  - You must register through the course management system before the deadline
- If you cannot register through the course management system
  - Please follow these instructions https://wp.me/PDU66-2bx
- Otherwise: No grade

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No Oral or Written Exam [1]

[1] You still have to register for the course

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Course Language [1]

- Class
  - Lecture: English
  - Student: Choice of German or English
- Homework
  - Submissions: Choice of German or English
  - Reviews: Choice of German or English

[1] http://osr.cs.fau.de/2012/03/10/english-or-german-deutsch-oder-englisch/

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Course Communication

- Announcements by email (through StudOn)
- Questions and answers using FSI Forum for course
- If you must send email, use the teaching team alias from course index

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Course Information

- Course index
  - https://goo.gl/Dl6tAe
- Course materials
  - Cases: https://wp.me/Pe4V6-1sW
  - Concepts: See StudOn

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Thank you! Questions?

dirk.riehle@fau.de – http://osr.cs.fau.de

dirk@riehle.org – http://dirkriehle.com – @dirkriehle

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Corporate identity wants us to say “Friedrich-Alexander University”.

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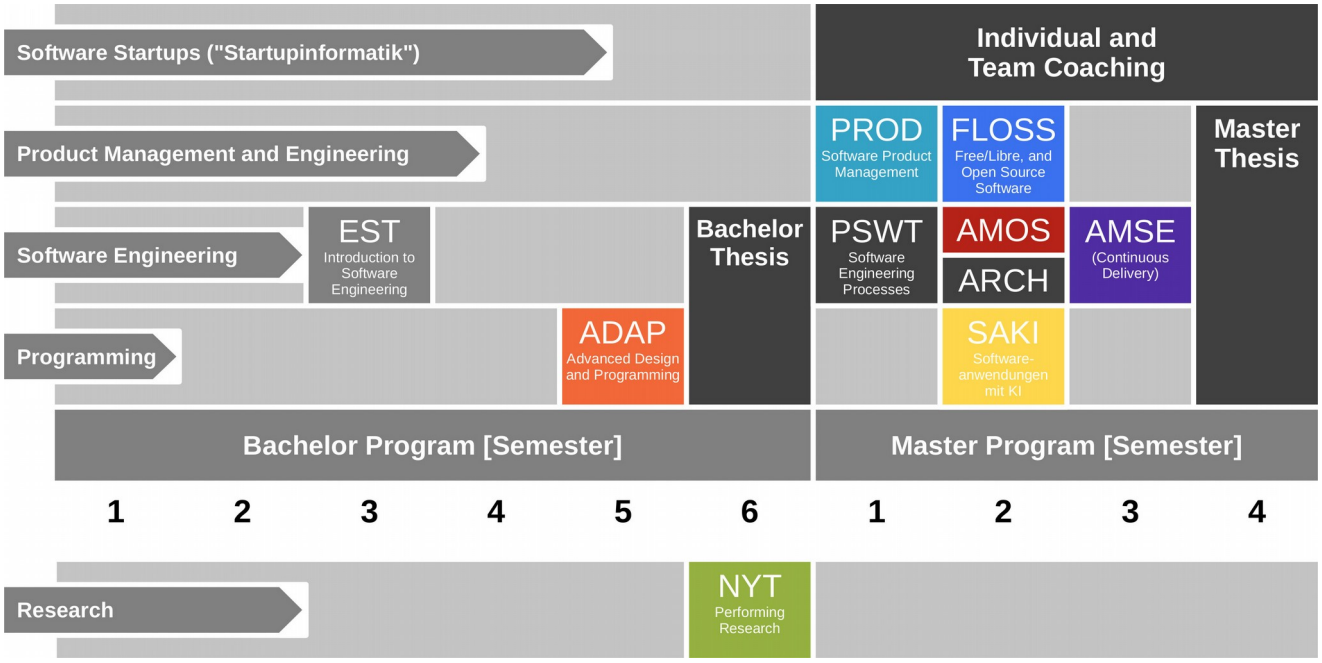

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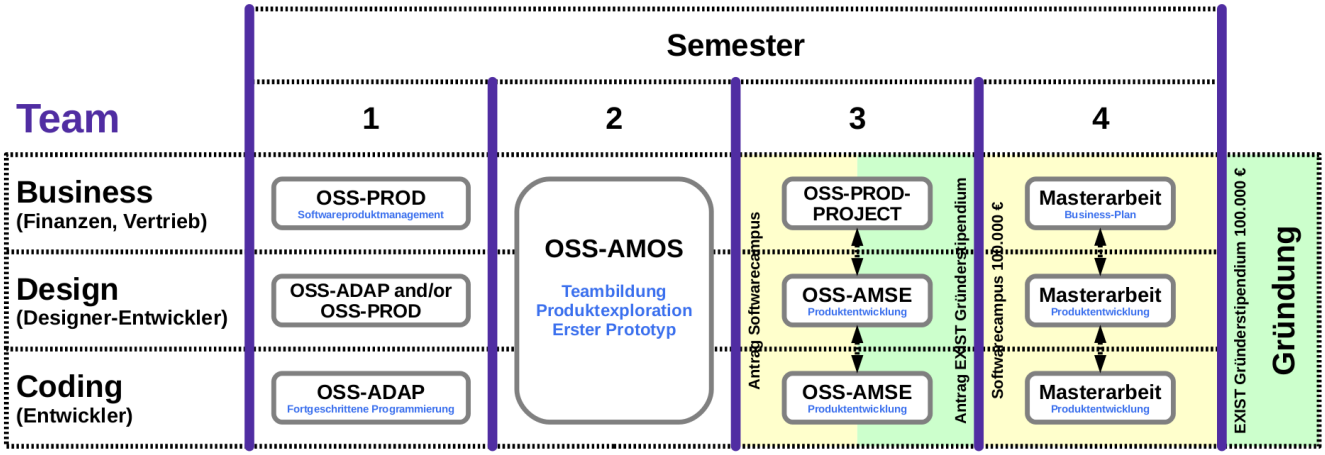

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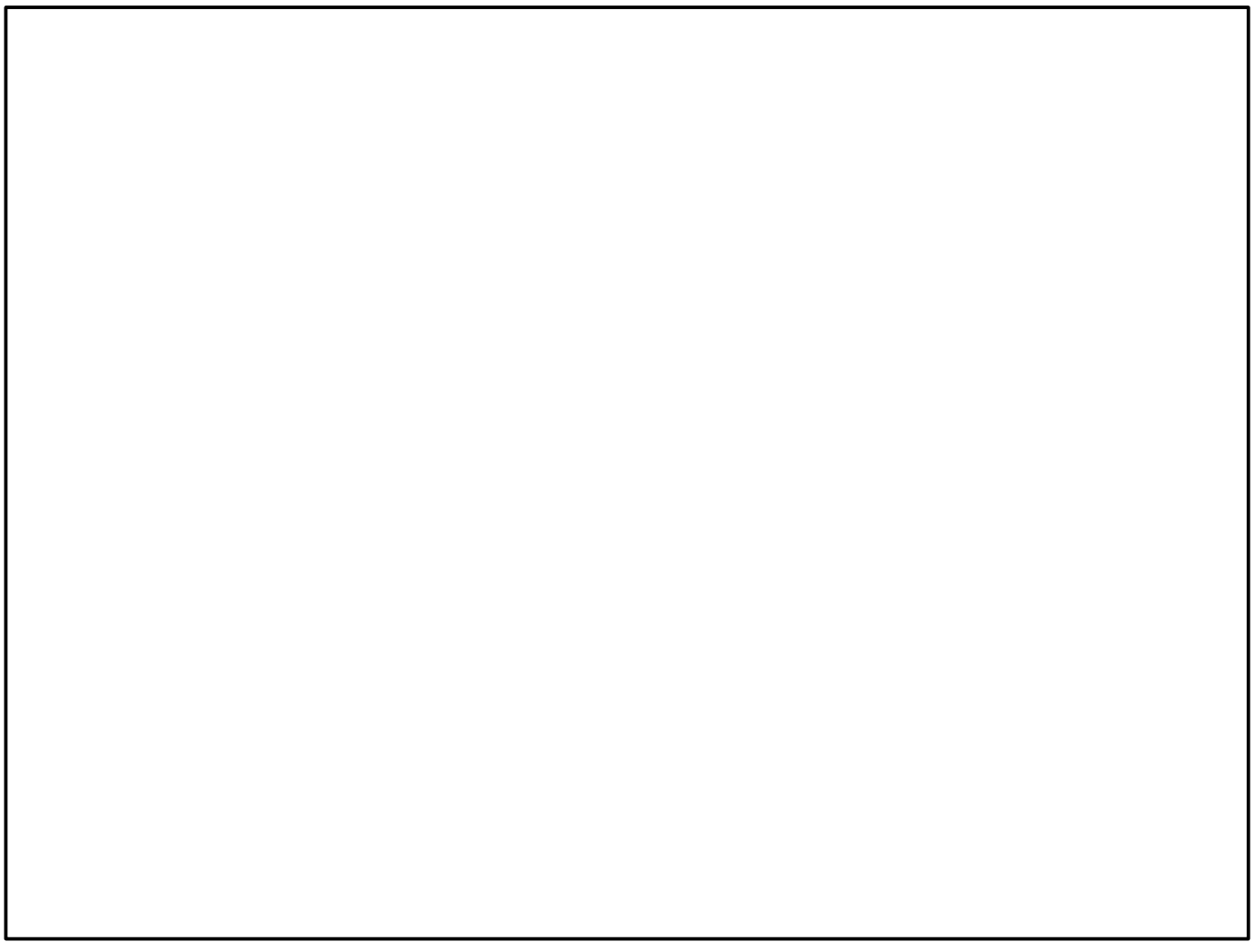

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