Software Product Management Course Introduction

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

PROD A01

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

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

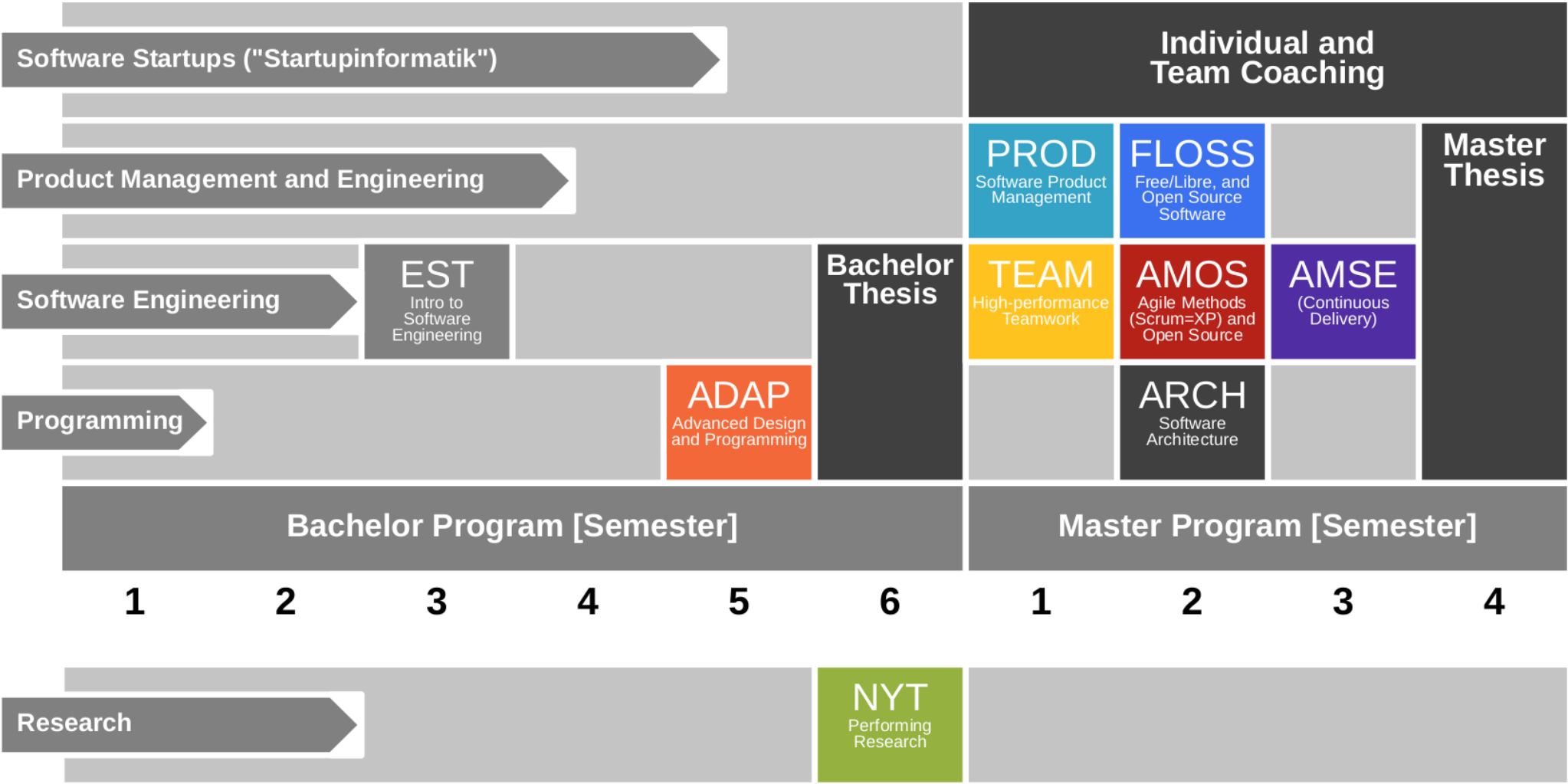 - By preparing teaching cases for class

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

Skills Required for Course

- Basic understanding of
  - Business in general
  - Software industry in particular

- Strong analytical skills

Course Position in Curriculum

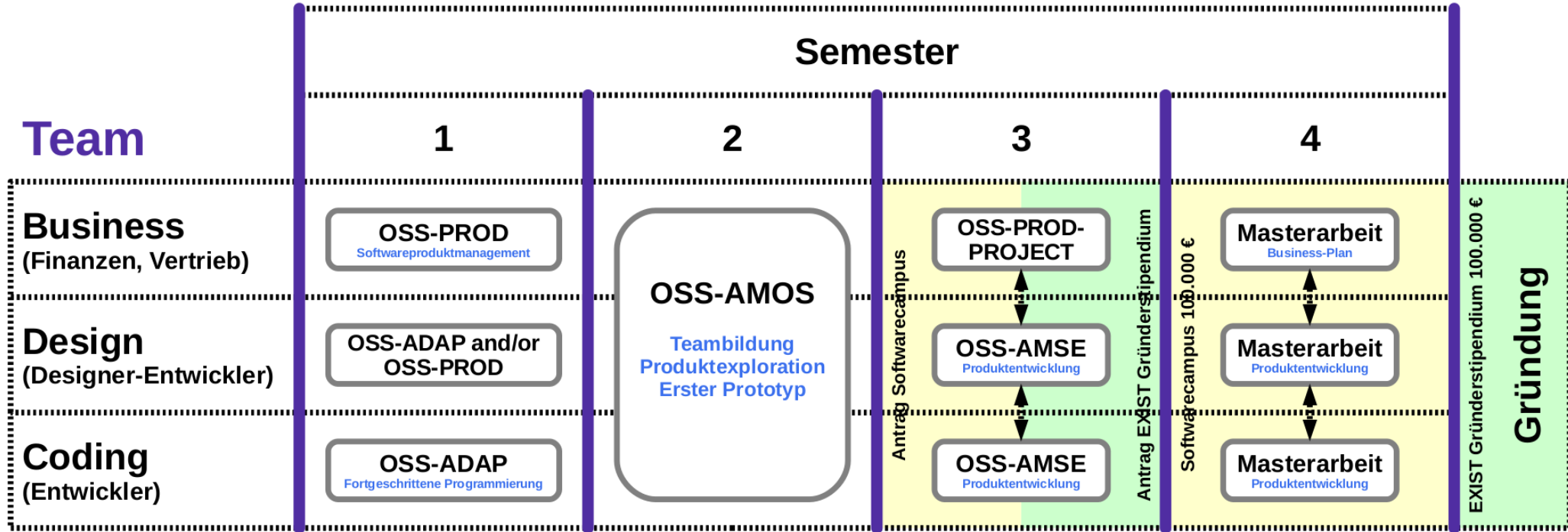# Courses and Modules

		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

Startupinformatik
Dein Weg zur Startup im Masterstudium, seit 2010!

Semester

Team	1	2	3	4	
Business (Finanzen, Vertrieb)	OSS-PROD *Softwareproduktmanagement*	OSS-AMOS *Teambildung Produktexploration Erster Prototyp*	OSS-PROD-PROJECT	Masterarbeit *Business-Plan*	**Gründung**
Design (Designer-Entwickler)	OSS-ADAP and/or OSS-PROD		OSS-AMSE *Produktentwicklung*	Masterarbeit *Produktentwicklung*	
Coding (Entwickler)	OSS-ADAP *Fortgeschrittene Programmierung*		OSS-AMSE *Produktentwicklung*	Masterarbeit *Produktentwicklung*	

Antrag Softwarecampus

Antrag EXIST Gründerstipendium

Softwarecampus 100.000 €

EXIST Gründerstipendium 100.000 €

http://startupinformatik.de

Requirement for Passing Course

- At least 50% participation in all grade-relevant components
  - Class participation
  - Case analyses

- Class participation (2 SWS) = 30 / 150 = 20%

  - Graded using [0|1|2|3] scheme

- Case analyses = 120 / 150 = 80%

  - Weekly homework = ¾ of component grade

    - Graded using [0..10] scheme

  - Review of other students' homework = ¼ of component grade

    - Graded using [0|1|2|3] scheme

Class Participation

1. Showing up +
2. listening to the lecturer +
3. thinking about what you are hearing +
4. verbalizing your thoughts (speaking up) +
5. answering to someone else's thoughts +
6. collaborating to solve a problem +
7. adequate use of air-time

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.

You Should Not Take This Course, If

- Your English is poor

- You can't write precisely

- You overloaded on courses

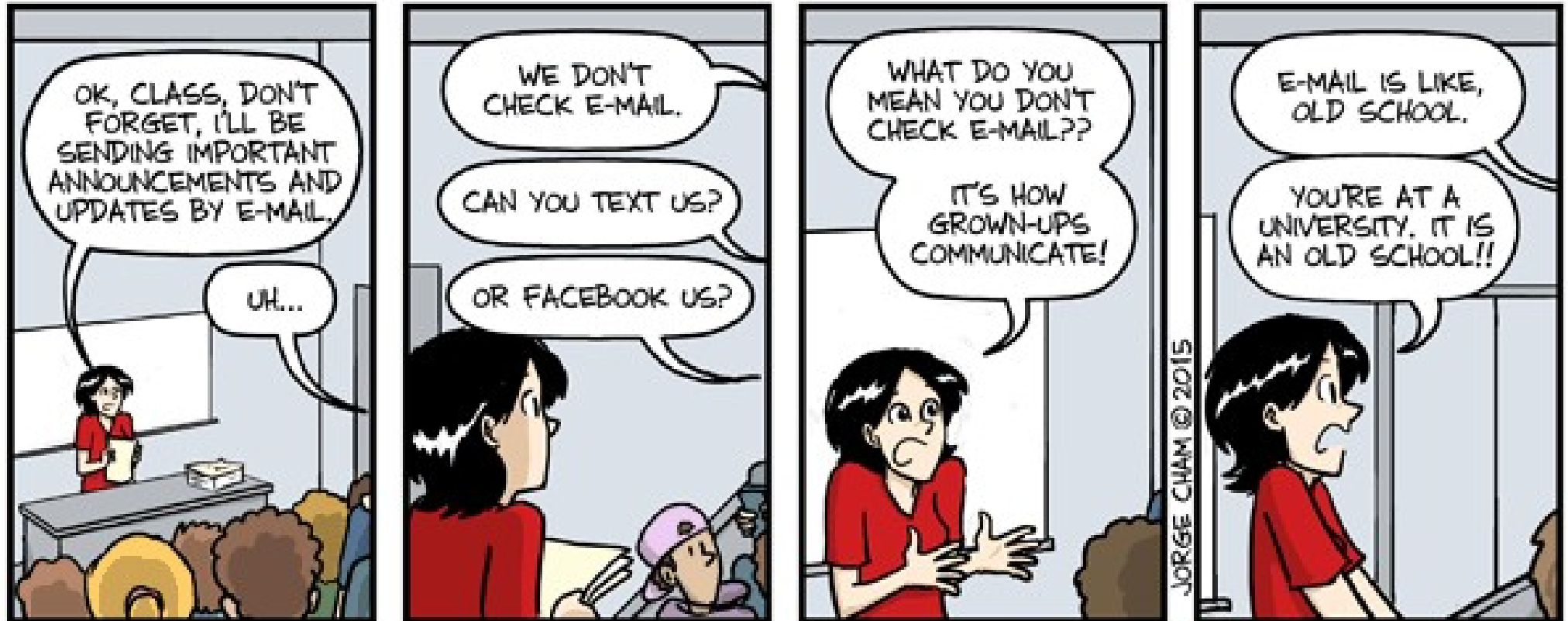# No Oral or Written Exam [1]

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

Course Communication

- Announcements by email (through StudOn)
- Questions and answers using FSI Forum for course

Course Information

- Course index

  - https://goo.gl/Dl6tAe

- Course materials

  - Cases: https://wp.me/Pe4V6-1sW

  - Concepts: See StudOn

Thank you! Questions?

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DR

Credits and License

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- Contributions

  - ...

Software Product Management Course Introduction

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Friedrich-Alexander University Erlangen-Nürnberg

PROD A01

It is Friedrich-Alexander University Erlangen-Nürnberg – FAU, in short.

Corporate identity wants us to say "Friedrich-Alexander University".

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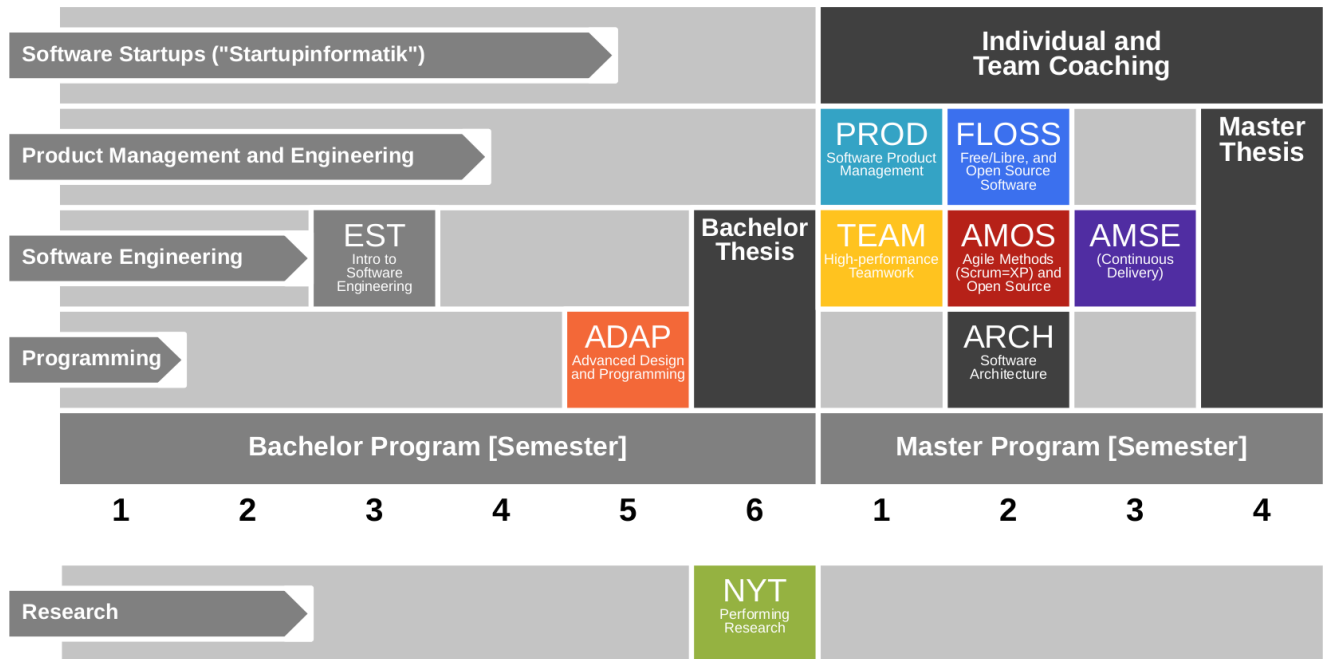   - By preparing teaching cases for class

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Course Position in Curriculum

	Bachelor Program [Semester]						Master Program [Semester]			
	1	2	3	4	5	6	1	2	3	4

Software Startups ("Startupinformatik")

Product Management and Engineering

Individual and Team Coaching

PROD Software Product Management	FLOSS Free/Libre, and Open Source Software		Master Thesis

Software Engineering — EST Intro to Software Engineering

Bachelor Thesis

TEAM High-performance Teamwork	AMOS Agile Methods (Scrum=XP) and Open Source	AMSE (Continuous Delivery)

Programming

ADAP Advanced Design and Programming

ARCH Software Architecture

Research

NYT Performing Research

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

hoch sprung

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- Contributions

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