Course Schedule and Homework

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

PROD A02

Course Schedule

#	Class Content	Deliverables
01	Introduction	-
02	The software industry	-
03	Strategic product management	-
04	Case 2013-02: Two-sided markets at Netdosis	Case analysis
05	Case 2016-03: Hard software marketing choices at ownCloud	Case analysis
06	Case 2012-01: Ensuring innovation at Method Park	Case analysis
07	Case 2017-01: The case of SUSE Manager	Case analysis
08	Case 2016-04: Pricing at Everest SARL	Case analysis
09	Technical product management	
10	Case 2014-02: Switching suppliers at Nokia	Case analysis
11	Case 2016-01: Licensing choices at ownCloud	Case analysis
12	Case 2014-01: User experience design at Immowelt	Case analysis
13	Case 2014-03: Specifying "wow!" at Elektrobit	Case analysis
14	Case 2016-02: Stock options at Caldera	Case analysis
15	Student presentations and conclusions	-

Types of Deliverables

- (Teaching) case analysis

    - A structured analysis of a teaching case

    - Submission should be **at max. 2 pages long**

    - See https://goo.gl/hk3bzM for how to analyze a case

Time of Day for Weekly Deliverables

- Right before class
  - Submit this week's deliverables

- Unless it is the first week of the course
  - Then, deliverables are due by Friday midnight that week

Plagiarism

- Plagiarism
  - is providing as your work the work of others
  - with or without those other people's consent

- Other people
  - Other people may be other students in the course
  - May be any web source, including Wikipedia

- Citing sources
  - You can cite/use others if you clearly list the source
  - In most cases, you should limit any verbatim use

Handling Plagiarism

- Detecting plagiarism

  - We review homework and will detect plagiarism
  - Students are required to report any plagiarism they see

- Handling plagiarism

  - Any plagiarizing student will receive 0 points for their work
  - We will review any involved student's full submission history

- Review components

  - For reviews, it is acceptable to reuse your own text components
  - This is called self-plagiarism (and usually not acceptable)

- None

CW #02 Homework Due

- None

CW #03 Homework Due

- None

CW #04 Homework Due

- Analyze case 2013-02 (Netdosis, Market Size)

    - Case question: Is the Netdosis business model viable?

    - Hint: Utilize the instructions at https://goo.gl/6Mti3G

- Submit as PDF to homework management system

    - You will get feedback within a week as to your homework

    - Use this feedback to decide whether this course is for you

CW #05 Homework Due

- Analyze case 2016-03 (ownCloud, Marketing)

  - Case question: What should ownCloud do?
  - Hint: None

- Submit as PDF to homework management system

CW #06 Homework Due

- Analyze case 2012-01 (Method Park, Innovation)

  - Case question: Should Method Park disrupt its customers? If so, how?

  - Hint: Perform a scenario analysis

- Submit as PDF to homework management system

CW #07 Homework Due

- Analyze case 2017-01 (SUSE, Business Case)

  - Case question: What should SUSE do?
  - Hint: None

- Submit as PDF to homework management system

CW #08 Homework Due

- Analyze case 2016-04 (Everest, Pricing)

  - Case question: What should Martin do?
  - Hint: None

- Submit as PDF to homework management system

CW #09 Homework Due

- None

CW #10 Homework Due

- Analyze case 2014-02 (Nokia, Suppliers)
  - Case question: What should Nokia do?
  - Hint: Perform a scenario analysis

- Submit as PDF to homework management system

CW #11 Homework Due

- Analyze case 2016-01 (ownCloud, Licensing)
  - Case question: What license should ownCloud choose for the iOS app?
  - Hint: None

- Submit as PDF to homework management system

CW #12 Homework Due

- Analyze case 2014-01 (Immowelt, UXD)

  - Case instructions
    - Summarize the Note Taking feature
    - Choose the best exposé design
    - Explain your choice

  - Hint: Use the persona concept

- Submit as PDF to homework management system

CW #13 Homework Due

- Analyze case 2014-03 (Elektrobit, 'Wow!')

  - Case question: Analyze the epic and break it down into user stories

  - Hint: None

- Submit as PDF to homework management system

CW #14 Homework Due

- Analyze case 2016-02 (Caldera, Stock Options)

  - Case question: What should Frances do?

  - Hint: Perform a scenario analysis
    - Please see footnotes and use current tax system, not the original one

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CW #15 Homework Due

- None

Thank you! Questions?

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DR

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- Contributions

  - ...

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

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

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