

Software Product Management Course Introduction

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

PROD A01

Licensed under [CC BY 4.0 International](https://creativecommons.org/licenses/by/4.0/)

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

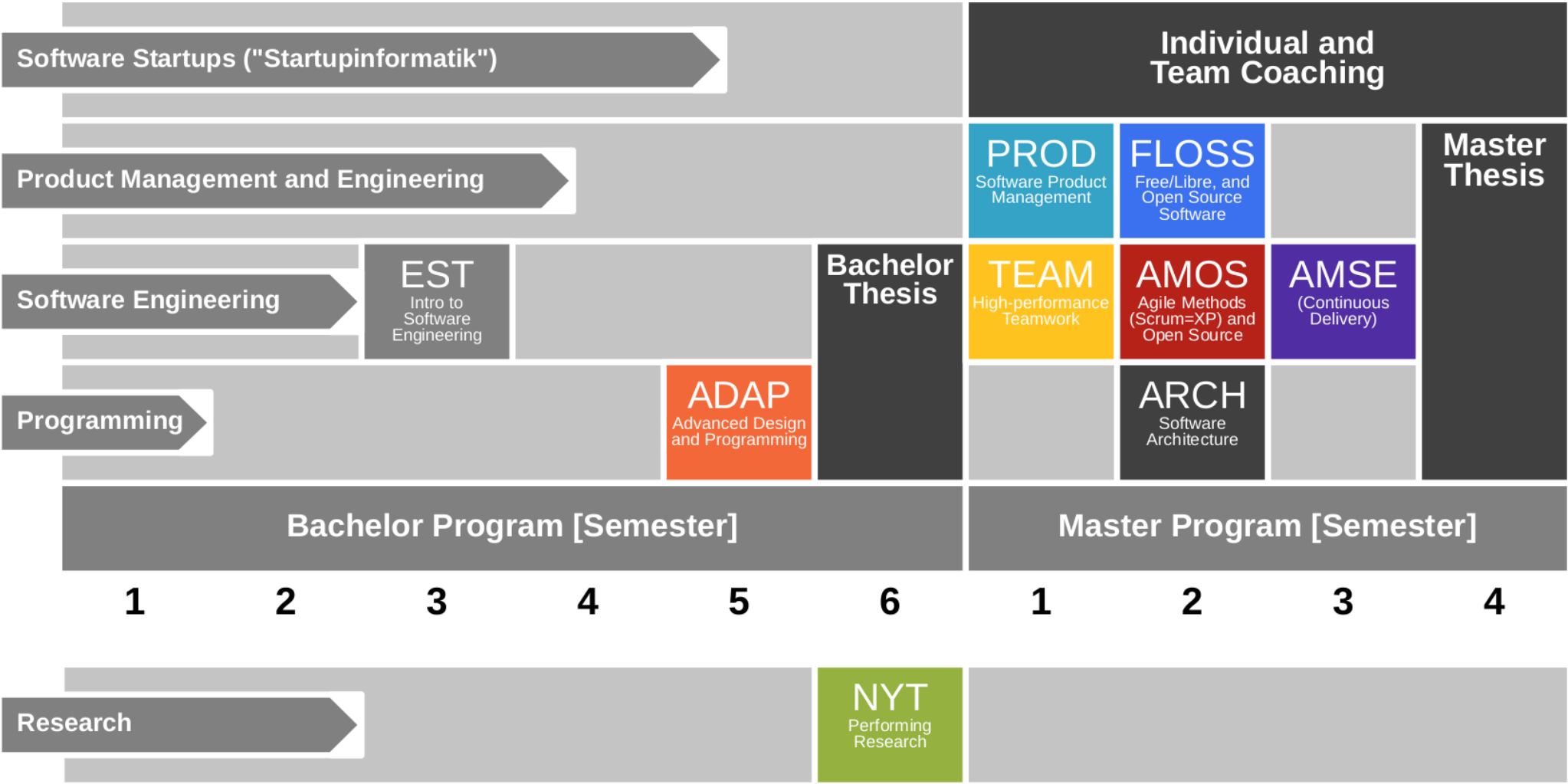
The (Teaching) Case Method (Recap)

- 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

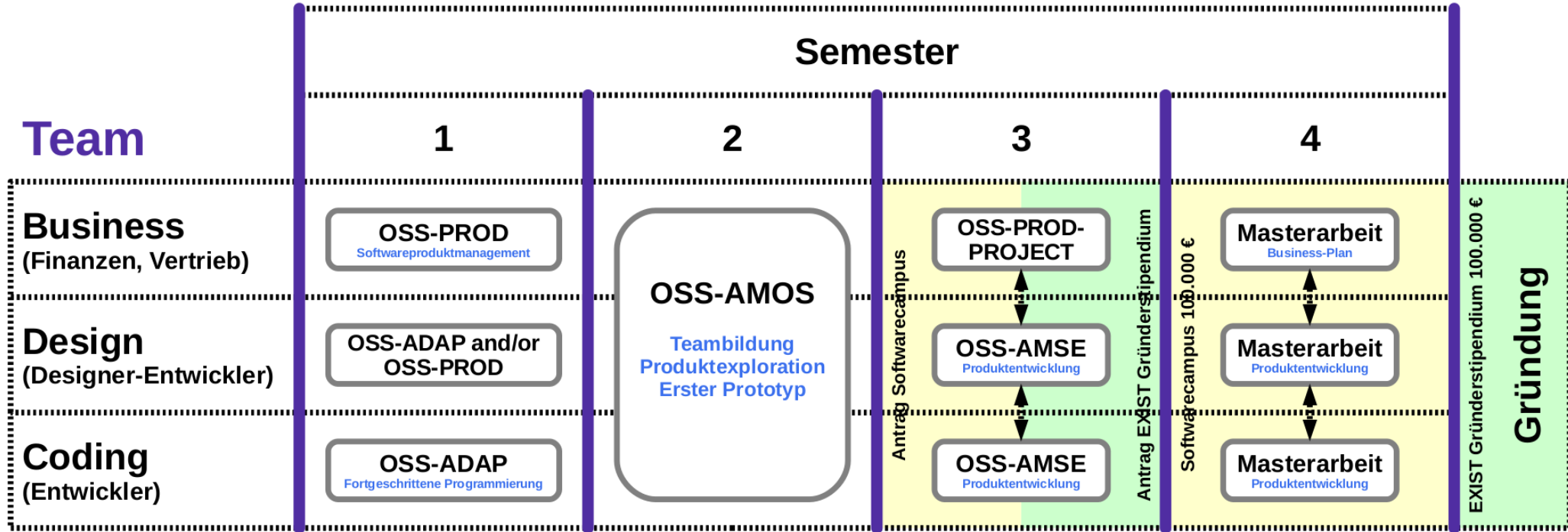


Courses and Modules

		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!



<http://startupinformatik.de>

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



Requirement for Passing Course

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

Course Grading [1]

- Class participation (2 SWS) = $30 / 150 = 20\%$
 - Graded using [0|1|2|3] scheme
- Case analyses = $120 / 150 = 80\%$
 - Weekly homework ~~= $\frac{3}{4}$ of component grade~~
 - Graded using [0..10] scheme
 - ~~Review of other students' homework = $\frac{1}{4}$ 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]

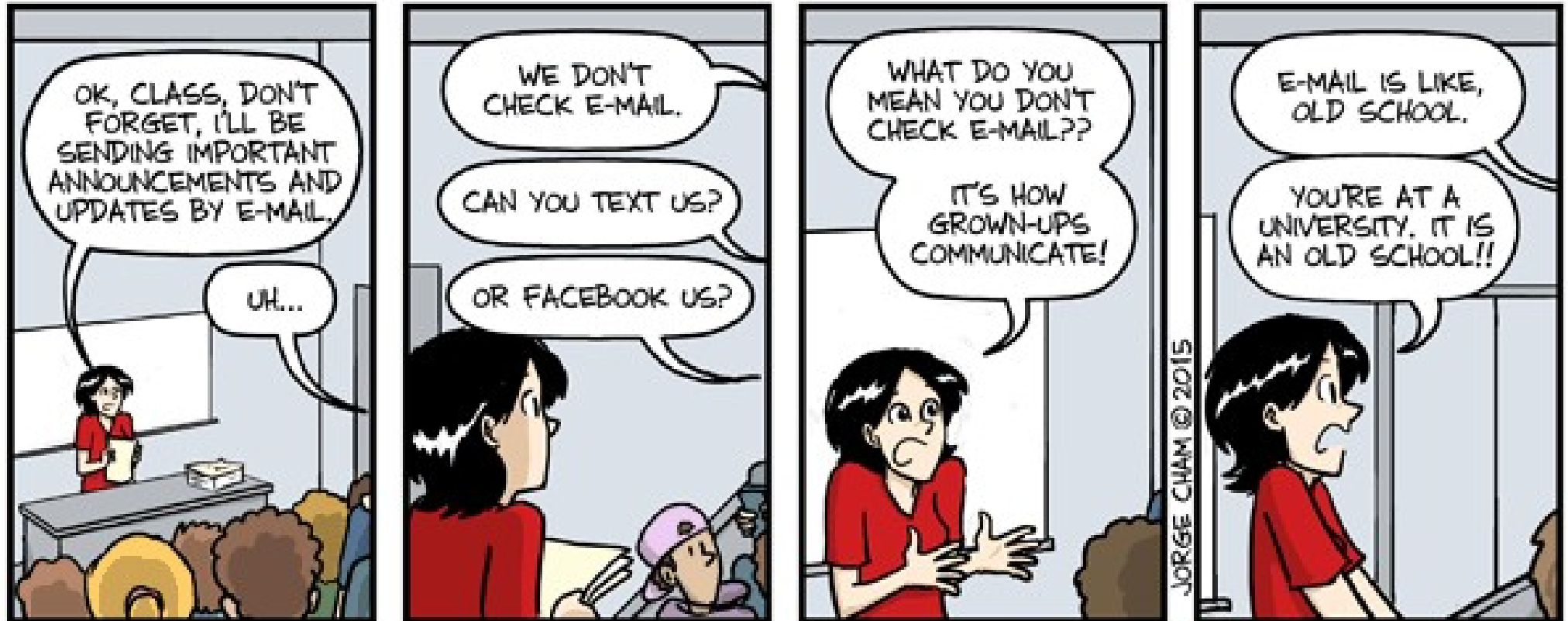


Course Language [1]

- 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?

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

dirk@riehle.org – <http://dirkriehle.com> – [@dirkriehle](#)

Credits and License

- Original version
 - © 2012-2018 [Dirk Riehle](#), some rights reserved
 - Licensed under the [Creative Commons Attribution 4.0 International License](#)
- Contributions
 - ...