Software Product Management Course Introduction

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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

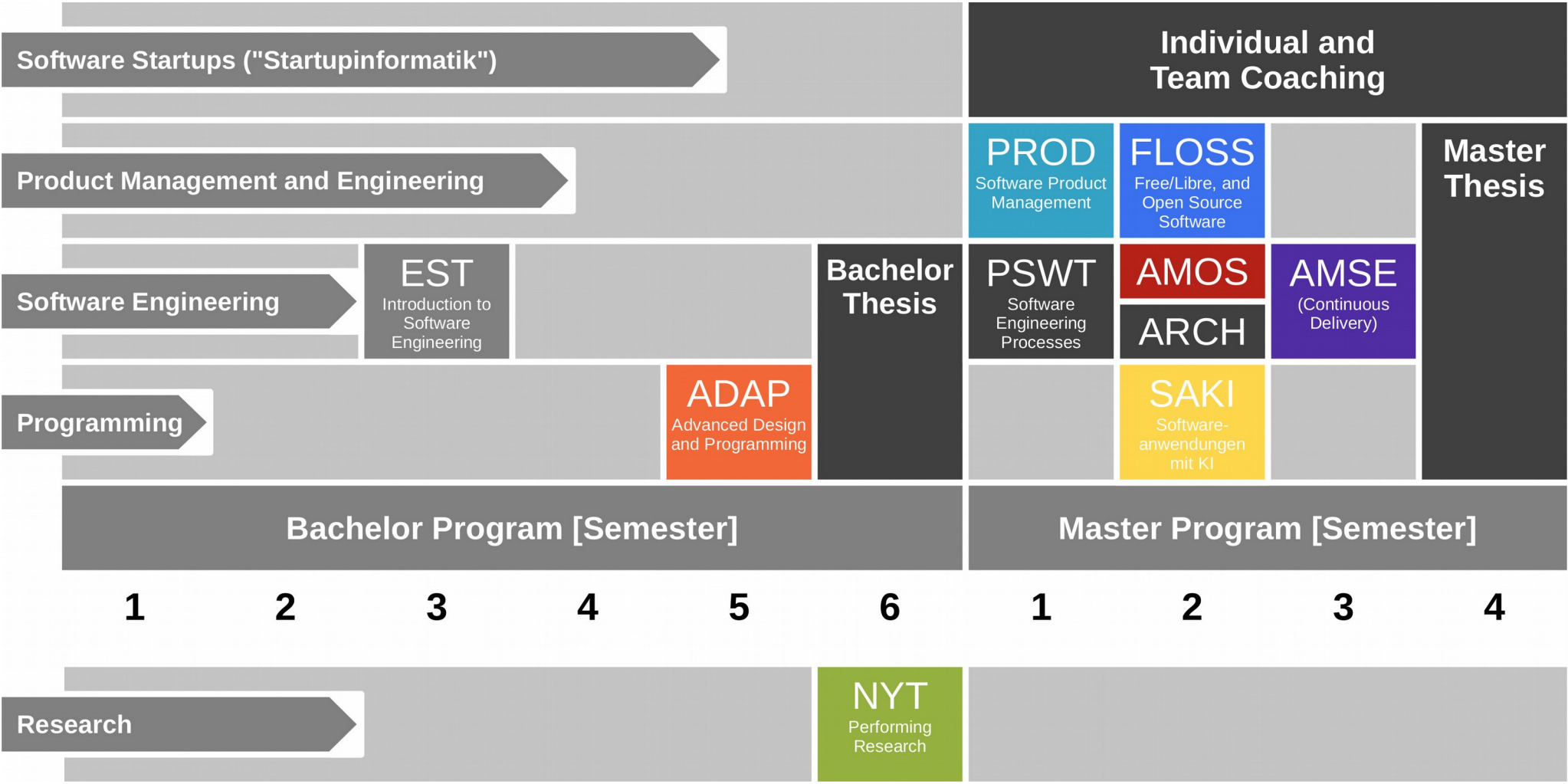 - By preparing teaching cases for class

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
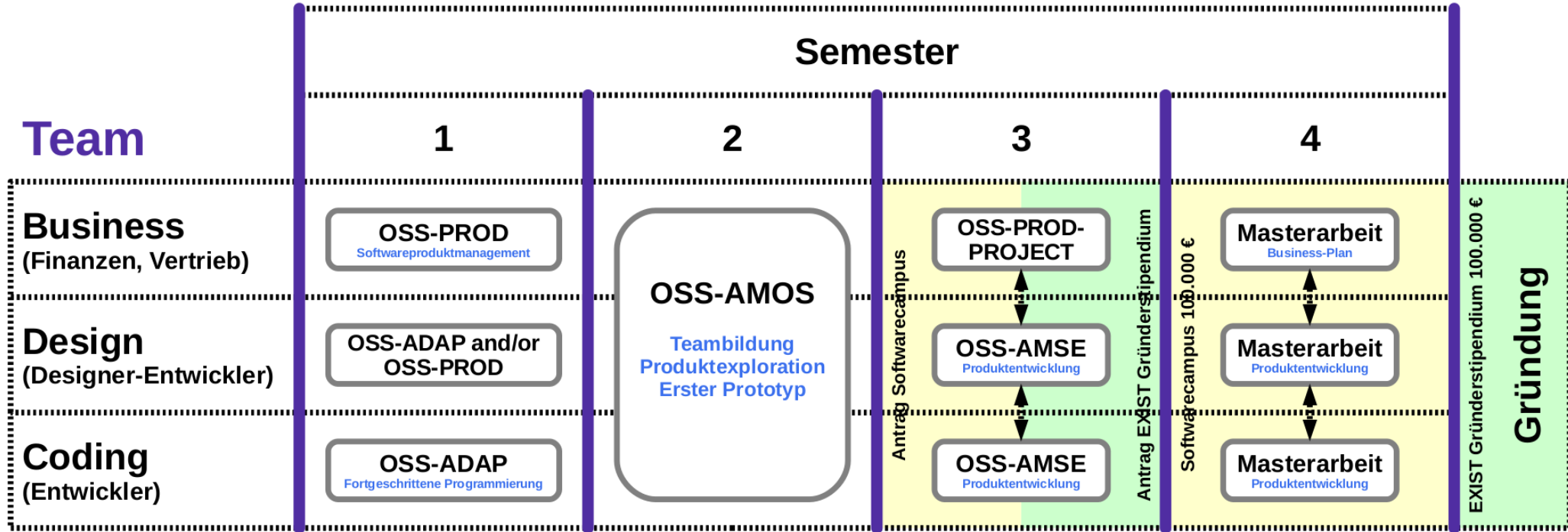
Course Position in Curriculum

Software Startups ("Startupinformatik")

Individual and Team Coaching

Product Management and Engineering

PROD — Software Product Management

FLOSS — Free/Libre, and Open Source Software

Master Thesis

Software Engineering

EST — Introduction to Software Engineering

Bachelor Thesis

PSWT — Software Engineering Processes

AMOS

ARCH

AMSE (Continuous Delivery)

Programming

ADAP — Advanced Design and Programming

SAKI — Software-anwendungen mit KI

Bachelor Program [Semester]

Master Program [Semester]

1 2 3 4 5 6   1 2 3 4

Research

NYT — Performing Research

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

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

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

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

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

Acquiring Extra Credit

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

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

[1] You still have to register for the course

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/

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

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

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