

Software Product Management Project Introduction

Prof. Dr. Dirk Riehle

Friedrich-Alexander University Erlangen-Nürnberg

PROD-PROJ A01

Course Purpose

- To have students turn theoretical skills into practical ones
- In the domain of **strategic software product management**
- By performing a semester-long project with a project partner

Course Goals

- Course learning goals
 - Students will gain practical skills in
 - Developing a business plan for a particular software product (idea)
- Project goals
 - Develop a useful business plan for the project partner
 - Project partner may be a startup or a company

Skills Required for Course

- Either
 - Participation in or prior completion of PROD-VUE (5 ECTS)
- Or equivalent skills of
 - Strategic software product management

Course Grading [1]

- Submissions = 10%
 - Completeness of submissions
 - All work packages, see course schedule
- Business plan = 80%
 - Final business plan = 1/9th
 - Quality assessment by business plan sections
- Product pitch = 10%
 - Quality of pitch

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

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

No Oral or Written Exam [1]



[1] You still have to register for the course

Course Language [1]

- Class / homework
 - Lecturer: English
 - Student: Choice of German or English
- Project work
 - Business plan: Choice of project partner
 - Team: Team decision

[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>

Thank you! Questions?

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Credits and License

- Original version
 - © 2012-2019 Dirk Riehle, all rights reserved
- Contributions
 - ...

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Friedrich-Alexander University Erlangen-Nürnberg

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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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