

# Course Schedule and Homework

**Prof. Dr. Dirk Riehle**

**Friedrich-Alexander University Erlangen-Nürnberg**

**PROD A02**

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

# 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 2017-01: The case of SUSE Manager	Case analysis
07	Case 2016-04: Pricing at Everest SARL	Case analysis
08	Case 2012-01: Ensuring innovation at Method Park	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
- ~~Review of case analysis~~

# Time of Day for Weekly Deliverables

- ~~By Friday midnight (before next week)~~
  - ~~Rate last week's reviews~~
  - ~~Review last week's deliverables~~
- Right before class
  - Submit this week's deliverables
  - ~~Prepare next week's class~~

# 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)

# CW #01 Homework Due

- 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

- ~~Review this week's analyses~~
- 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

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- Analyze case 2017-01 (SUSE, Business Case)
  - Case question: What should SUSE do?
  - Hint: None
- Submit as PDF to homework management system

# CW #07 Homework Due

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- Analyze case 2016-04 (Everest, Pricing)
  - Case question: What should Martin do?
  - Hint: None
- Submit as PDF to homework management system

# CW #08 Homework Due

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- 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 #09 Homework Due

- None

# CW #10 Homework Due

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- 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

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- 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

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- 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

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- 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

- ~~Rate last week's reviews~~
- ~~Review this week's analyses~~
- 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
- Submit as PDF to homework management system

# CW #15 Homework Due

- None

# Thank you! Questions?

**[dirk.riehle@fau.de](mailto:dirk.riehle@fau.de) – <http://osr.cs.fau.de>**

**[dirk@riehle.org](mailto: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
  - ...