

Software Product Management

1	Modulbezeichnung	OSS-PROD-VUE, OSS-PROD-PRJ, OSS-PROD-VUE+PRJ	5 ECTS 10 ECTS
2	Lehrveranstaltungen	OSS-PROD-VUE OSS-PROD-PRJ	2 SWS 2 SWS
3	Dozenten	Prof. Dr. Dirk Riehle, M.B.A.	

4	Kursverantwortlicher	Prof. Dr. Dirk Riehle
5	Inhalt	<p>This course teaches students the concepts, methods, and tools of software product management.</p> <p>Product management is an important function in software development organizations. A product manager conceives and defines new products. His or her task is to understand the market incl. customers, to develop a product vision from that understanding, to translate it into product requirements, define those requirements on a by-feature basis and work with engineering to ensure these features are properly realized in the product under development.</p> <ul style="list-style-type: none"> • Role, tasks, and responsibilities of a product manager • Process, methods, techniques and tools of product management • Managing incremental/sustaining as well as disruptive innovation • Open source product management; new trends in product management <p>Students can choose one or both of two components:</p> <ul style="list-style-type: none"> • VUE (lecture + homework), 2 SWS, 5 ECTS. VUE uses teaching cases as commonly used in MBA programs. The teaching cases are available for free at http://pmbycase.com. • PRJ (small project), 2 SWS, 5 ECTS. In PRJ, students perform a small product management project, either individually or in teams. The available projects will be presented at the beginning of the course. Students will assess the market opportunity, develop a product specification, and make a final presentation about the project results. <p>PROD projects are run as shared projects, in which all participants contribute and get to participate in the project results. Read more at https://wp.me/pDU66-2p4.</p> <p>Class is run as two 90min blocks. The first block discusses the teaching cases. The second block is a coaching session for the projects. For the schedule see http://goo.gl/rTAI0. The schedule spreadsheet contains a link to the StudOn</p>

		course section. Please sign-up on StudOn at least two weeks before classes start. We expect to inform you the week before whether you got a seat in the course or not.
6	Lernziele und Kompetenzen	<ul style="list-style-type: none"> • Understand the role, function, and responsibilities of a product manager • Understand key concepts, methods, and tools of software product management • Understand different business situations, e.g. incremental vs. disruptive innovation
7	Empfohlene vorherige Veranstaltungen	None
8	Einpassung in Musterstudienplan	<p>PROD can be taken in these variants:</p> <ul style="list-style-type: none"> • VUE (lecture + exercise), 2 SWS, 5 ECTS • PRJ (small project), 2 SWS, 5 ECTS • VUE+PRJ, 4 SWS, 10 ECTS <p>PROD is available to Informatik Master, Wirtschaftsinformatik (Bachelor) and IIS (Master) students.</p> <p>PROD is also available to other degree programs, please see UnivIS for more details.</p>
9	Verwendbarkeit des Moduls	As broadly as possible, i.e. as lecture + exercises, as seminar, and as project. Please see UnivIS for details.
10	Studien- und Prüfungsleistungen	<ul style="list-style-type: none"> • In-class participation • Homework assignments • Project work
11	Berechnung Modulnote	<p>OSS-PROD-VUE</p> <ul style="list-style-type: none"> • Classwork (40%) + homework (60%) <p>OSS-PROD-PRJ</p> <ul style="list-style-type: none"> • Project work <p>OSS-PROD-VUE+PRJ</p> <ul style="list-style-type: none"> • OSS-PROD-VUE (50%) + PRJ (50%)
12	Turnus des Angebots	Every two semesters
13	Wiederholung der Prüfungen	-
14	Arbeitsaufwand	5 or 10 ECTS by student choice
15	Dauer des Moduls	1 semester
16	Unterrichtssprache	English
17	Vorbereitende Literatur	http://goo.gl/41Dgsr