

## Product Management (PROJ) (OSS-PROD-PROJ)

### Verantwortliche/Verantwortlicher

Prof. Dr. Dirk Riehle, MBA

### Angaben

Sonstige Lehrveranstaltung, 2 SWS, ECTS-Studium, ECTS-Credits: 5  
für Gasthörer zugelassen, Sprache Englisch

### Studienfächer / Studienrichtungen

WPF INF-BA ab 4 (ECTS-Credits: 5)  
WPF INF-MA ab 1 (ECTS-Credits: 5)  
WPF IIS-MA ab 1 (ECTS-Credits: 5)  
WPF CE-MA-INF ab 1 (ECTS-Credits: 5)

### Inhalt

This course teaches students the concepts, methods, and tools of software product management.

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.

- 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

Students can choose one or both of two components:

- 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 <https://wp.me/Pe4V6-1BH>.
- PROJ (small project), 2 SWS, 5 ECTS. In PROJ, students perform a small product management project, either individually or in teams. In such a project, students write a business plan for a market opportunity or a startup. There are two sources of projects: Those supplied by the professorship and those supplied by students. If we supply any projects, we will tell you about them in the first lecture. Student-supplied projects can be suggested by students to Prof. Riehle at least one week before class starts and must meet the requirements described at <https://goo.gl/sNPi1i>.

Class is run as two 90min blocks. The first block discusses the teaching cases. The second block is a coaching session for the projects.

Schedule and sign-up are available at <https://oss.cs.fau.de/oss-prod-course>. Please sign up for the course on StudOn (available through previous link) as soon as possible.

### Empfohlene Literatur

See <https://oss.cs.fau.de/oss-prod-course>

### ECTS-Informationen:

**Credits: 5**

### Verwendung in folgenden UnivIS-Modulen

**Startsemester WS 2020/2021:**

Product Management (PROJ 5-ECTS) (OSS-PROD-PROJ)

Product Management (VUE+PROJ 10-ECTS) (OSS-PROD-VUE+PROJ)

**Institution:** Professur für Open Source Software**Kurse**

n.V. Kurs Product Management (PROJ) - Coaching Session 4, erwartete Teilnehmer: 5, maximale Teilnehmer: 5	Dirk Riehle
n.V. Kurs Product Management (PROJ) - Coaching Session 1, erwartete Teilnehmer: 5, maximale Teilnehmer: 5	Dirk Riehle
n.V. Kurs Product Management (PROJ) - Coaching Session 3, erwartete Teilnehmer: 5, maximale Teilnehmer: 5	Dirk Riehle
n.V. Kurs Product Management (PROJ) - Coaching Session 5, erwartete Teilnehmer: 5, maximale Teilnehmer: 5	Dirk Riehle
n.V. Kurs Product Management (PROJ) - Coaching Session 2, erwartete Teilnehmer: 5, maximale Teilnehmer: 5	Dirk Riehle

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