

Module: IS 629 Product Management and Product Design for Software

Contents:

More and more products, from consumer to business markets, show an ever increasing amount of software at their very heart. The ability to understand, design, and manage software-intense products has become of great importance to ensure sustainable success across all industries. This module introduces key aspects of the entire software product lifecycle, ranging from product strategy and planning, to the actual product development and finally the post-development phase covering aspects such as the product launch and product support. Furthermore, the interplay between processes, people, and practices will be discussed and contemporary software development paradigms will be framed into this interplay. This course puts specific emphasis on the two roles of the product manager and the product designer (also: Usability / User Experience Professional) within software development. Following an interdisciplinary perspective, this course will introduce key concepts from the field of management, marketing and human computer interaction. The course contents will be put into a practical perspective by selected industry talks. Furthermore, as part of a case study, the students will be asked to analyze and propose solutions for a given software product development challenge leveraging the knowledge acquired within the lecture and industry talks.

Learning outcomes:

Students

- learn basic concepts and characteristics of software products and the associated software product lifecycle,
- understand the underlying mechanisms for a successful interplay between people, processes, and practices within product development,
- understand key concepts and methods required for fulfilling the product management and product design role,
- analyze and propose solutions for a given software product development challenge along the entire lifecycle.

Prerequisites:

Formal: -

Recommended: IS 540 (Management of Enterprise Systems)

Obligatory registration: no	Further Information on the registration: -
Courses	Hours per week Self-study
Lecture	2 6
Case Study	1 4
ECTS in total	6
Form of assessment	Written exam and Case Study
Preliminary course work	-
Lecturer/Person in charge	Prof. Dr. Hartmut Höhle
Duration of module	1 semester
Offering	Spring semester
Language	English
Program-specific educational goals	LG 1, LG 2, LG 3
Grade	graded