

## Syllabus: Product Planning – Contents

### **EU1a Requirements Engineering: Introduction and Foundations**

**(for professionals that follow a product management curriculum)**

- Role of Requirements Engineering in Software Product Management
- Requirements Development: Elicitation, Analysis, and Validation
- Abstraction Levels: Goals, Functional and Quality Requirements, and Constraints
- Requirements Specification: Natural Language and Models

### **EU1b Software Product Management: Introduction and Foundations**

**(for professionals that follow a requirements engineering or business analysis curriculum)**

- Motivation, Scope, and Effects of Software Product Management
- Product Lifecycle
- Software Products, Releases, Families, and Product Lines
- Role of Requirements Engineering in Software Product Management

### **EU2 Product Vision and Strategy Definition**

- Assessment of Product Status and Environment
- Product Vision
- Business Case for a Software Product

### **EU3 Product Roadmapping**

- Product Evolution
- Long-term Planning: Product Roadmaps
- Development and Communication of Roadmaps

### **EU4 Innovation and Market Requirements Elicitation**

- Product Innovation
- Creativity and Elicitation of Innovation Candidates
- Market Requirements Elicitation

### **EU5 Product Requirements Management and Triage**

- Requirements Lifecycle
- Requirements Interdependencies
- Requirements Triage

### **EU6 Product Release Planning**

- Release Planning Process and Release Plan Structure
- Requirements Prioritization Criteria, Methods, and Visualization
- Win-Win Release Negotiations

### **EU7 Interface with Development and Suppliers**

- Procurement of Platforms and Components
- Requirements Communication
- Support and Controlling of Development

### **EU8 Performance Improvement**

- Process Improvement and Tool Support