

## Syllabus: Software Product Management – Foundation Level – Contents

### EU1 Introduction and Foundations

- Software as a Business
- Relevant terms, role, objectives
- Software Product Management Overview (Framework)

### EU2 Product Strategy

#### 2.1 Basics

- Role and Elements of Product Strategy
- Interdependencies of Product Strategy Elements

#### 2.2 Business Aspects

- Business Case
- Costing
- Pricing
- Performance and Risk Management

#### 2.3 Ecosystem Management

- Role and Elements
- Stakeholders

#### 2.4 Legal Aspects

- Contracts
- Management of Intellectual Property Rights (IPR)

### EU3 Product Planning

#### 3.1 Product Life Cycle Management

- Phases of the Life Cycle
- Performance Management

#### 3.2 Product Requirements Engineering

- Role of Requirements Engineering in Software Product Management
- Inquiry cycle with elicitation, analysis, and validation

#### 3.3 Release Planning

- Release Planning Process and its conflicts
- Structure of Release Plan

#### 3.4 Roadmapping

- Product Roadmap and its elements
- Sources of input
- Usage of Roadmaps

### EU4 Strategic Management

- Strategic Management Basics
- Portfolio Management and Corporate Strategy
- Innovation and Resource Management
- Market and Product Analysis

### EU5 Coordination of Functional Units

- Roles and Responsibilities of SPM
- Functional Units Development, Marketing, Sales and Distribution, and Service and their core tasks
- Coordination Challenges and Strategies

### Bibliography