MIS 6393 Course Syllabus

Course Information

Course Number   MIS 6393
Course Title   Foundations of Digital Product Management

Professor Contact Information

Professor   Florence N. Lowe
Email   Florence.Lowe@utdallas.edu
Office Hours   Available for appointments via email

Course Pre-requisites, Co-requisites, and/or Other Restrictions

There are no pre-requisites except for a desire to understand more about digital product management. Students from all backgrounds are welcome and tech experience is not required.

Course Description

This class covers topics associated with developing and managing software as a digital product. Topics include digital strategy, marketing, and branding of digital products, software development methods, design thinking, innovation, and data-driven decision making. Traditional consumer-based digital products will be examined along with the management of digital products for internal stakeholders.

Student Learning Objectives/Outcomes

At the completion of the course students will:

- Understand and be able to describe the role of a digital product manager and write a resume that addresses the needs of a digital product manager position

- Complete two projects:
  - Ideate, research and launch a new digital product
  - Develop product roadmap for an existing digital product

- Analyze and evaluate product/market fit

- Perform user-centric analysis and research to drive product development

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Required Textbooks and Materials
No textbooks are required, but there are some great books listed below that may be referenced in the lectures.

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Suggested Course Materials

- Growth IQ, Tiffan Bova
- Powerful, Patt McCord
- That will never work, Marc Randolph
- Subscribed, Tine Tzou
- Orbiting the Giant Hairball, Gordon MacKenzie

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Assignments & Academic Calendar
(Topics, Reading Assignments, Due Dates, Exam Dates)

==Subject to change and revision==

Week	Topic
1	Overview – The role of Digital Product Management
2	Product Strategy and Product/Market Fit
3	New Product Development vs. Product Roadmap for Existing Products
4	Innovation and Value Creation
5	Lean, Agile and MVP development
6	Customer Centric Design
7	Product Launch Workshop
8	Mid-Term
9	Product Marketing
10	User Experience
11	Scaling Product
12	SAAS – Business Models for Digital Products
13	Understanding Cloud Computing
14	The importance of data and metrics
15	Finals

Grading Policy
(including percentages for assignments, grade scale, etc.)

Category	Individual	Group	Total
Class Participation & Assignments	10%	10%	20%
Mid-Term Project	20%	20%	40%
Final Project	20%	20%	40%
Total	50%	50%	100%

Course & Instructor Policies

(make-up exams, extra credit, late work, special assignments, class attendance, classroom citizenship, etc.)

Be prepared to ask questions. Be courteous to everyone. Have fun.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Classroom Conduct Requirements Related to Public Health Measures

UT Dallas will follow the public health and safety guidelines put forth by the Centers for Disease Control and Prevention (CDC), the Texas Department of State Health Services (DSHS), and local public health agencies that are in effect at that time during the Fall 2021 semester.

Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

NOTE: if the instructor records any part of the course, then the instructor will need to add the following syllabus statement:

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

Off-campus Instruction and Course Activities
(Below is a description of any travel and/or risk-related activity associated with this course.)

Comet Creed
This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please see http://go.utdallas.edu/academic-support-resources.

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UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the credit/no credit or pass/fail grading option and withdrawal from class.

Please go to http://go.utdallas.edu/syllabus-policies for these policies.

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The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.