

MIS 6393 Foundations of Digital Product Management

Syllabus & Policies

Professor Contact Information

Professor	Florence N. Lowe
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Office Hours	Available for appointments via email and eLearning

Course Overview

This class covers topics associated with developing and managing software digital products. Topics include customers, users, product roadmap, product journey, customer journey, competition, using frameworks to analyze the market and prioritize between different dimensions in order to build a product roadmap, software development methods, design thinking, innovation, and data-driven decision making.

Pre-requisites - None

Student Learning Objectives

At the completion of the course students will:

- Understand and be able to describe the role of a digital product manager
- Understand customers and users of digital products, the customer journey
- Evaluate market and product competition; and analyze and evaluate product/market fit
- Based on the understanding of customers, the market, and the product, develop product roadmaps and prioritization needs build a product strategy and product roadmap
- Complete two projects:
 - Ideate, research and launch a new digital product
 - Develop product roadmap for an existing digital product

Course Materials

No required textbooks, but here are some great books which may be referenced in the lectures:

Growth IQ, Tiffani Bova

Powerful, Patty McCord

That will never work, Marc Randolph

Subscribed, Tien Tzou

Orbiting the Giant Hairball, Gordon MacKenzie

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>.

Course Schedule

Each of the modules will be tackled roughly in this order during the course of the semester, each class may have a speaker, case study, or student presentations in addition to a lecture portion. **Subject to change and revision.**

Module	Subject	Module	Subject
1	The role of Product Management	7	Customer Centric & User Experience
2	Customers & Users	8	Cloud Computing
3	Competition & the Market	9	Data and Metrics
4	Product Strategy	10	SAAS Business Models
5	Product Roadmap	11	Scaling Product
6	Lean, Agile & MVP	12	Innovation & Value Creation

Exam Schedule

Week	Subject
Mid-Term	Existing Product Extension
Final Project	New Product

Course Policies

Be prepared to ask questions. Be courteous to everyone. Have fun. Do the work. Regular class participation is expected. 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). Regular and punctual class attendance is expected. Students who fail to attend or 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.

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](#).

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.”