

MIS 6393.5u1 : « Foundations of Digital Product Management » Course Syllabus

Course Information

Course Number/Section : MIS 6393.5u1
Course Title: Foundations of Digital Product Management
Term: Summer 2025
Class Time: 6393.5u1: Thurs 6:00-10:30pm
Class Location: JSOM 12.210

Professor Contact Information

Professor: Ashim Bose, Ph.D.
Email Address: ashim.bose@utdallas.edu
Office Location: JSOM 3.424
Office Hours: Wed & Thur 4:30–5:30 pm or by Appointment

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

None

Course Description

Digital products are everywhere, from enterprise to consumer apps, offering decision support, productivity, convenience, and entertainment. They require rapid market entry, frequent updates, and the latest tech. Agile methods ensure products meet user needs through quick feedback cycles. This course covers digital product development and management, including AI advancements. Topics include strategy, marketing, product roadmaps, differentiation, investment, development methods, design thinking, innovation, AI, KPIs, and customer success. You'll also create and pitch a digital product concept, enhancing your communication, presentation, and teamwork skills essential for professional success.

Student Learning Objectives/Outcomes

By the end of the class, students will be proficient in:

- Fundamentals of the Product Management discipline
- Roles & Responsibilities of a Product Manager
- Dependencies on Customer Acquisition and After-Market
- Creating and presenting a product pitch deck for investors
- Disruptive Innovation, Product Leadership & Product Strategy
- Soft communication, teamwork, and presentation Skills

Students will accomplish the above thru two hands-on projects:

- A. Critical Appreciation of an existing Digital Product of your choice – Project A
- B. Ideate, innovate, and launch a new Digital Product – Project B

Course Modality and Expectations

The course is officially registered as a traditional, classroom-based course and live, in-person attendance is required. Changes to the course modality may occur during the semester and, if the delivery method for instruction does change, it will be communicated via UTD email. ***Please note that class sessions will NOT be recorded nor will class sessions be livestreamed.*** In person attendance is the only available option for attending and participating in class. ***You are expected to actively participate in class and class participation is one of the best predictors of class performance.***

Deliverable Guidelines

Working in groups on both class Projects will be required for this class:

- The instructor will form teams of 3-4 students for the project(s).
- There will be a mix of individual and team deliverables
- Team deliverables will be submitted by one (1) student from each team
- All deliverables are due as indicated on the course calendar and not subject to alternative due dates unless announced by the instructor.
- Deliverables are due at 11:59 pm on the due date shown on the course calendar.
- Late deliverable submissions will be assessed a 10% deduction for each day the deliverable submission is late.
- Deliverables will not be accepted 7 days after the due date. Score will be a zero.

Guidelines and Resources

The information contained in the following link lists the University's resources for students and instructors of record.

Please see <http://go.utdallas.edu/syllabus-policies>.

Class Participation

Regular class participation is expected regardless of course modality. 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 Access

Ability 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](#).

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student Access Ability 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. 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. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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](#).

Required Textbooks and Materials

No textbooks are required. Lecture notes and Reference articles will be shared throughout the Semester for various topics being discussed. Students are encouraged to read the week's lecture notes before coming to class to facilitate active class discussions.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Academic Calendar: *Subject to change.*

| Week # Date | Content | Deliverable |
|------------------------|---|--|
| 1 6/5 | <p>Syllabus Overview and Introduction</p> <ul style="list-style-type: none"> - Why have a Product? - Why Digital Product Management? - Role of Digital Product Manager <p>Product Journey</p> <ul style="list-style-type: none"> - Product Roadmap - Investment Criteria - Pre-Launch Activities - Who succeeds and who fails? | |
| 2 6/12 | <p>Product & Market Strategy</p> <ul style="list-style-type: none"> - Innovation - Disruptive Innovation - Value Creation - Product Features - Stickiness - Market Types - Adjacent Markets and future growth <p>Business and Investment KPIs</p> | |
| 3 6/19 | <p>Juneteenth Holiday</p> | |
| 4 (6/26) | <p>Data and Product Managers</p> <ul style="list-style-type: none"> - Why Data? - Types of Data - Data Analysis - Clean Data? <p>PDM v/s PLM v/s PIM</p> <p>Review, Q&A and feedback of Project A decks</p> | Project A Workshop with Q&A |
| 5 (7/3) | <p>Midterm Project A</p> | Project A Presentation and Deck submission |
| 6 (7/10) | <p>Mid Term Feedback</p> <p>Go-To-Market Strategy (Guest Lecture)</p> | |

| | | |
|-------------|---|--|
| | Leveraging Artificial Intelligence (AI) - Types of AI - Generative AI & Foundation Models - Common Use Cases - Deploying AI - Responsible AI | |
| 7 (7/17) | After-Market Strategy (Guest Lecture) Pitch your Project B Digital Product Concept | Project B Concept Pitch |
| 8 (7/24) | What else should a Product Manager be aware of - Project and Program Management - Tech Trends - Contracts - Cloud Computing - Product Architecture - Cyber Security - Infrastructure Management Lessons from the Trenches | |
| 9 (7/31) | Project B Workshop with Q&A | Project B Workshop with Q&A |
| 10 (8/7) | Final Project B Presentation | Project B Presentation & Deck Submission |

Exam

There will be no exam.

Grading

The class grade will be based on the following:

| | | |
|------------------------|------------|------|
| Class Participation | Individual | 10% |
| Project A Workshop Q&A | Individual | 10% |
| Project A Peer Eval | Individual | 10% |
| Project A Presentation | Individual | 10% |
| Project A Deck | Group | 15% |
| Project B Workshop Q&A | Individual | 10% |
| Project B Peer Eval | Individual | 10% |
| Project B Presentation | Individual | 10% |
| Project B Deck | Group | 15% |
| Total | | 100% |

Opportunities for Bonus Points will be announced in class

Grading Scale

| Scaled Score | Letter Equivalent |
|----------------------|-------------------|
| ≥ 95 | A |
| ≥ 90 and < 95 | A- |
| ≥ 87 and < 90 | B+ |
| ≥ 83 and < 87 | B |
| ≥ 80 and < 83 | B- |
| ≥ 77 and < 80 | C+ |
| ≥ 73 and < 77 | C |
| ≥ 73 | P |
| Less than 73 | F |

Course Policies

Extra Credit

Opportunities for bonus points will be announced in class

Late Deliverables

10% per day will be deducted for late deliverables up to 7 days. Deliverables that are more than 7 days late will be given no credit.

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 go to [Academic Support Resources](#) webpage for these policies.

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 go to [UT Dallas Syllabus Policies](#) webpage for these policies.

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