

Digital Product Management  
Fall Quarter 2014

**Instructor Information:**

Instructor: Greg Geracie

Office Hours: Monday evenings 5:00 pm to 5:45 pm and 9 pm to 9:45 pm, Lewis 1007 (If you're not available at this time, please email me to schedule an appointment)

Email: [greg@ActuationConsulting.com](mailto:greg@ActuationConsulting.com)

Telephone: 858.829.6034 (Skype: greg.geracie)

**Course Description:** This course focuses on the central role of the Product Manager in creating and sustaining compelling products and services throughout the product management lifecycle. Product managers act as the focal point for value creation within their organizations leading cross-functional product activities from the conception of an idea to ultimate product retirement.

Topics covered include; the product management lifecycle, product strategy development and alignment with company objectives, methods of collecting market inputs, prioritizing business requirements, developing product roadmaps, an overview of different product development methodologies, product marketing, and monitoring results.

Prerequisites: Internet access

**Course Information:**

Days and Time: Monday evening from 5:45 to 9:00

Location: Lewis 1007

Course Web page: More information to follow.

**Textbook:** Greg Geracie, *Take Charge Product Management* (First Edition). Actuation Press, 2010. This book is available in hardcopy on Amazon.com (and other resellers) for under \$20.00 and is also available in electronic format for under \$10.00.

In addition to the textbook we will also be drawing on material from the following books:

- Agile Excellence for Product Managers, Superstar Press, 2010 Chapter One
- Agile Product Management with Scrum, Addison-Wesley Professional, 2010 Chapter One

All of the additional materials listed above are available in electronic format for less than \$13 each.

**Course Learning Objectives:**

Students will be able to:

- Understand the importance of the product lifecycle and the core tools that all product managers need to know to be successful
- Have clarity on your role as a high-tech product manager and the skills and challenges of the position
- Understand your company's business objectives and how they impact the role
- Know how to select between different product management approaches
- Learn where to look in order to collect critical data to improve your decision making

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- Design a three- to five-year product vision and supporting tactical roadmap
- Construct a product decision matrix to aid in prioritizing requirements and transfer prioritized requirements onto your product roadmap
- Understand the difference between product management and product marketing
- Become familiar with the different software development methodologies that impact your role as a product manager

### Course Structure:

You're expected to play a very active role in this course. Your participation will be crucial to your learning experience. A lot of questions will be asked and I encourage you to ask questions throughout the quarter. This will benefit both you and your classmates. When confused or frustrated about a topic, use your professor and your peers as a resource. You'll be surprised how much you'll learn from your classmates as this class has a mix of both undergraduate and graduate participants.

In addition to our in class discussions, you'll be asked to read course materials in advance of each lesson. Make sure you plan ahead and budget your time accordingly.

### Grading:

Attendance: 20% (remote students will participate in a discussion forum)  
 Quizzes: 30%  
 Final 50%

**Final:** The final for our class is scheduled, according to the University calendar. The detailed structure of the final exam will be communicated to you at least one week before this date.

### Grading Standards:

<u>Letter Grade</u>	<u>Minimum % of Total Points</u>	<u>Letter Grade</u>	<u>Minimum % of Total Points</u>
A	92.00	C+	78.00
A-	90.00	C	72.00
B+	88.00	C-	70.00
B	82.00	D+	68.00
B-	80.00	D	60.00
		F	0.00

### Incomplete Grade:

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the School of Computer Science, Telecommunications, and Information Systems. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

**Academic Integrity:** This course follows the Academic Integrity Policy of DePaul University.

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**Changes to the Syllabus:** This syllabus is subject to change as necessary during the quarter. If it occurs, it will be thoroughly addressed during class.