IS 331 Fundamentals of Product Management

IS431 Digital Product Development & Management

Instructor
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Office hours: By appointment (Phone or Zoom)
Mondays 1:00-5:00pm and Fridays 1:00-4:00pm
E-mails/Text will be returned within 24 hours
Course home page: https://d2l.depaul.edu/

Course Information
IS 331 Section 901   Class Number 40112
IS 331 Section 910   Class Number 40114
IS 431 Section 901   Class Number 40111
IS 431 Section 910   Class Number 40113
Quarter: Spring 2023
Class times: Wednesdays 5:45PM-9:00PM
Room: Loop Lewis 1108, Online Sync (Zoom)
and Asynch (Section 910)
Campus: Loop
Drop Date: April 10, 2023
Withdraw Date: May 12, 2023
  https://academics.depaul.edu/calendar/Pages/defaul

Learning Outcomes
Some of the specific learning outcomes you can obtain in this course are listed below:
- **Clearly articulate the history and general role of the Product Manager.**
- **Clearly articulate the role of the Digital Product Manager including the key responsibilities, characteristics and skills for achieving success.**
- **Describe the relationship between the Digital Product Manager and other key roles on the product teams including user experience, product design, engineering and other support roles.**
- **Apply the principles and techniques of product discovery and delivery processes including problem framing, planning ideation, prototyping and user validation.**
- **Apply the principles and techniques of Design Thinking including mechanics for empathy-based research, user personas and "how might we" statements.**
- **Apply the principles and techniques of the Agile Scrum process including the Minimum Viable Product (MVP), Plan-Do-Act-Check loop, pivot vs. persevere and leap-of-faith assumptions across the product value and growth cycles.**
- **When considering the creation of a new digital venture, students will be able to create a business model canvas to help understand, articulate and validate the nine core elements of a digital product business model.**
- **Apply the principles and techniques required of a Digital Product Manager as part of the Agile Scrum methodology as a means for delivering customer validated digital products at scale.**

Course Description
This course focuses on the central role of the Digital Product Manager and their activities in discovering, designing and scaling digital products that are usable, feasible and valuable. Topics that will be covered in this course include understanding the role and responsibilities of the Digital Product Manager with-in customer-centric product teams, typical Digital Product Manager deliverables and artifacts (e.g. vision, empathy maps, user personas and planning documents), discovery an delivery processes and tools (e.g. Design Thinking, Design Sprints and the basics of Agile Scrum).

Course Organization
This is a lecture-based course with weekly lectures, readings, workshops and individual and group project assignments done in and outside of class. Workshops and projects consist of developing product specifications and associated artifacts. Students will work individually and in small teams to master Product Management concepts related to Digital Products. Readings will be a collection of Text Books, PDFs, website content, and DePaul online resource material. Information on course modalities: https://resources.depaul.edu/teaching-commons/teaching-guides/course-design/Pages/course-modalities.aspx

Required Text Books
- **INSPIRED: How to Create Tech Products Customers Love – 2nd Edition. Cagan, John Wiley & Sons, Inc., 2018. ISBN:978-1119387503**
- **SPRINT: How to Solve Big Problems and Test New Ideas in Just Five Days. Knapp, Simon & Schuster, 2016. ISBN: 978-1501121746**

Grading Scale
Course work will be weighted as follows:
- **Assignments/Homework: 30 points**
    - **HW1 – HW9: 2 - 5 points each**

- **Group Projects: 40 points**
    - **Individual Project 1: 10 points**
    - **Group Project 2: 15 Points**
    - **Group Project 3: 15 Points**

- **Exams: 30 points:**
    - **Midterm 15 points**
    - **Final 15 points (Attendance via in-person or Zoom is required June 7, 5:45pm)**
      Format: Online D2L *Quiz*: **Proctored and timed exams in D2L**.
        Open Book/Notes.
        Randomized questions/answers. T/F, Multiple Choice.

Letter Grade Percentage Points

A	100 – 93
A-	92.99 – 90
B+	89.99 – 87
B	86.99 – 83
B-	82.99 – 80
C+	79.99 - 77
C	76.99 - 73
C-	72.99 - 70
D+	69.99 - 67
D	66.99 - 59
F	Below 59

Topics Covered: Week-By-Week Schedule
NOTE: See Content Section in D2L as Lecture Topics may shift around between weeks.

Week	Date	Topic
1	Mar 29	Course and Project Overview Innovation, Product Management, Product Manager Overview Human Centered Design Overview
2	Apr 5	Human Centered Design Project 1 Assigned
	Apr 10 May 12	*Last day to drop with no penalty* *Last day to withdraw*
3	Apr 12	Human Centered Design
4	Apr 19	Human Centered Design Design Sprints Overview Project 1 – *Due at the end of class*
5	Apr 26	**Mid-Term (Open Book, Open Notes) – Async Students must complete by Friday Apr 28, midnight** Design Sprints Group Project 2 – *Assigned*
6	May 3	Design Sprints
7	May 10	Hypothesis Driven Design Group 2 Project – *Due at the end of class*
8	May 17	Agile Scrum Group Project 3 – *Assigned*
9	May 24	Agile Scrum
10	May 31	Group Project 3 – *Presentations* Advanced Topics (Time Permitting)
	Jun 7	Finals Week (Optional Review) **Final Exam (Open Book, Open Notes) – Async Students must take the Final on Wednesday, June 7, 5:45pm**

*** NOTE:
Please, always refer to the syllabus posted in D2L for reference.
Academic Calendar: https://academics.depaul.edu/calendar/Pages/default.aspx

Assignments and Due Dates
- **Assignment templates are submitted to a D2L submission folder.**
- **The D2L submission folders has a due date and time listed on D2L.**
- **Assignments are due on their assigned date and time. Due dates differ by assignment.**
- **Due dates and times are listed in D2L.**
- **Students are responsible for checking D2L and being aware homework due dates.**
- **Assignment submitted late will receive the following deductions:**

Late assignment point deductions
> 1 hour and < 1 day: – 10%
≥ 1 day and < 1 week: – 25%
≥ 1 week and < 2 weeks: -50%
2 Weeks or more: - 0 points

Assignment extensions and D2L submission folder closures. Students may request extensions but must be requested at least 24 hours prior to the due date. Extensions are usually between 1 and 3 days.
Note: The D2L submission folder closes at 9 pm on the day of the final (Week 11). At that point, assignments are no longer accepted for grading.

Exams

As previously noted there will be two major exams (mid-term and final). Each will count 15 points to your overall grade. **The Final Exam is proctored and requires your attendance either in-person or via Zoom on the specified date/time.** If you are unable to attend the either session for this exam, you must let me know **prior to the date/time it is administered** to schedule an alternative time.

Policies (Instructor Specific)

Text and Required Materials

- **Our textbooks are titled Making Sense of Change Management and Driving Digital**
- **For additional material we will use D2L PDF(s), DePaul Books24, Safari, and web articles (NOTE: D2L is not "certified" to run on Safari).**
- **Access to a computer or laptop with web access**
- **A working email account.**
- **Web access for online articles and DePaul books online**
- **Zoom Access**
- **Word Processing program**
- **Spreadsheet program**
- **ASCII Text Editor**
  - **Windows: Notepad++, Edit++, Brackets**
  - **Mac: Text Wrangler, BBEdit, Brackets**

Reading assignment details will be made available during class (and posted in D2L).

Attendance

- **Attendance for this course will be taken in Section 901.**
- **Please be on time or notify your me via text or e-mail if you will be late or unable to attend.**

Contact Information and Support

- **Details:**
  - **Email: rdumiak@depaul.edu**
  - **Phone:** 847 612-7469
  - **Office Hours:** (by appointment)
    Mondays 1:00-5:00pm and Fridays: 1:00-4:00pm

  I welcome your contacting me outside of class and "office hours" and I'm committed to responding within 24 hours

Participation Expectations

This class is sometimes focused on team-based work. You MUST have a working camera, camera and microphone on your computer or tablet (Smart phones will

be very difficult to use). Students are expected to participate in the learning process. As we advance through the material and perform activities either in-person or as part of the virtual class, it is your responsibility to both ask questions and attempt to answer questions when asked.

- Don't engage in other activities during sessions (driving, cooking, cleaning, etc.)
- Minimize distractions, such as televisions and cell phones, when possible.
- Try to put your device at eye level on a solid surface. Holding your device or placing it in your lap can add movement to your video, which can be distracting.
- If you think you might have trouble actively participating in meetings, let me know in advance.

Please note: Students should report any incidents of behavioral misconduct (including harassment) in video conference meetings to me. Any incident of harassment and/or behavioral misconduct that impedes the teaching & learning environment may be reported to the Dean of Students Office for referral to the student conduct process. This includes sharing meeting links, passwords, screenshots, recordings, or other meeting information in a way that could facilitate harassment or misconduct by others.

Class Discussion:
Student participation in class discussions will be conducted in two ways.
First, students are highly encouraged to ask questions and offer comments relevant to the day's topic.
Secondly, students will be called upon to participate in the activity and offer comments related to the reading assignments. Students must keep up with the reading to participate in the activity and class discussions and discussion board. This quarter we will participate in a pilot of the Hypothes.is tool to allow the annotation of selected readings.

Attitude:
A professional and studious attitude is expected throughout this course.
Students will refrain from such behaviors as talking to others when the instructor is speaking, mocking another's opinion, emailing, and texting or using the Internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The instructor will work with the Dean of Students to resolve these issues.

Civil Discourse:
DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course will be civil and respectful of each student. Any instances of disrespect or hostility may jeopardize a student's ability to be successful in the course. The instructor will work with the Dean of Students to resolve these issues.

Cell Phones/On Call:
If you bring a cell phone to class, it must be off or set to a silent mode. If you are required to be on call as part of your job, please advise the instructor at the start of the course. Should you need to answer a call during class, you must leave the room as discreetly as possible. Please put your cell phone away during class. Do

not keep it on the desk. Students who do not comply will be asked to leave class and will receive an absence.

No texting during class:
Out of respect to fellow students and the instructor. Headphones are not allowed in class: Please take off headphone and ear buds and put them away during class.

Reading and Assignments
Reading assignments will be sections from our textbook and online articles. Reading assignment details will be made available during class and posted on the DePaul D2L.

Class Workshop (Project) Assignments
- **Students may work in small teams to learn the agile methodology, teamwork, and work together to solve simulated project problem using the agile methodology.**
- **Assignment due dates will be published on D2L. Students will submit assignments to D2L using a template document.**

Assignment Submission to D2L
If you are using Mac Pages, please convert the Pages template to a PDF and submit the PDF to D2L.
Accepted template formats are Microsoft Word or PDF.
Please do not submit Pages, Text, or Zip files to D2L submission folder for this class. They will not be graded and you not receive credit for the assignment.

Changes to Syllabus
This syllabus is subject to change as necessary during the quarter. If a change the syllabus occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.
Please, always refer to the syllabus posted in D2L for reference.

Diversity and Inclusion
At DePaul, our mission calls us to explore "what must be done" in order to respect the inherent dignity and identity of each human person. We value diversity because it is part of our history, our traditions and our future. We see diversity as an asset and a strength that adds to the richness of classroom learning. In my course, I strive to include diverse authors, perspectives and teaching pedagogies. I also encourage open dialogue and spaces for students to express their unique identities and perspectives. I am open to having difficult conversations and I will strive to create an inclusive classroom that values all perspectives.

Online Course Evaluations
Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the

course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Please see https://resources.depaul.edu/teaching-commons/teaching/Pages/online-teaching-evaluations.aspx for additional information.

Academic Integrity and Plagiarism

This course will be subject to the university's academic integrity policy. All students are expected to abide by the University's Academic Integrity Policy which prohibits cheating and other misconduct in student coursework. Publicly sharing or posting online any prior or current materials from this course (including exam questions or answers), is considered to be providing unauthorized assistance prohibited by the policy. Both students who share/post and students who access or use such materials are considered to be cheating under the Policy and will be subject to sanctions for violations of Academic Integrity.

More information can be found at https://resources.depaul.edu/teaching-commons/teaching/academic-integrity/Pages/default.aspx.

Posting work on online sites, such as Hero

All students are expected to abide by the University's Academic Integrity Policy which prohibits cheating and other misconduct in student coursework. Publicly sharing or posting online any prior or current materials from this course (including exam questions or answers), is considered to be providing unauthorized assistance prohibited by the policy. Both students who share/post and students who access or use such materials are considered to be cheating under the Policy and will be subject to sanctions for violations of Academic Integrity.

Withdrawal (Academic Policies)

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: http://cdm.depaul.edu/enrollment.

Incomplete Grades (Academic Policies)

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval. Information about the Incomplete Grades policy can be found at http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx

Waitlists and Late Registrants

If you are unsure how waitlists work, please visit DePaul Central's webpage for specific policies. Waitlists expire at the registration deadline.
Students who register for this class late are responsible for making up all late

assignments. They should also contact me ASAP to discuss any possible assignment extensions.

Preparation: Students are expected to prepare for class by reviewing class activities, presentations, and assignments before class. This is an instructional class. Preparation for class is essential. I cannot allow non-registered students to stay in this class beyond the first week if they are not enrolled. There are federal aid requirements that are compromised if the student is in class and not enrolled. Appeals may be submitted online via MyCDM by the student. Appeals must include: 1) written statement from the student describing why the registration deadline was missed; 2) documentation (e.g. copy of email) from the instructor supporting the late enrollment appeal and indicating how many classes/assignments the student has missed.

Preferred Name & Gender Pronouns
Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities.

I will gladly honor your request to address you by an alternate name or gender pronoun. *Please advise me of this preference early in the quarter so that I may make appropriate changes to my records.*
Student Preferred Name and Gender Policy at
http://policies.depaul.edu/policy/policy.aspx?pid=332

Students with Disabilities
Students seeking disability-related accommodations are required to register with DePaul's Center for Students with Disabilities (CSD) enabling you to access accommodations and support services to assist your success. There are two office locations:

      Loop Campus - Lewis Center #1420 - (312) 362-8002
      Lincoln Park Campus - Student Center #370 - (773) 325-1677

Students can also email the office at **csd@depaul.edu**

Students who are registered with the Center for Students with Disabilities are also invited to contact me privately to discuss how I may assist in facilitating the accommodations you will use in this course. This is best done early in the term. Our conversation will remain confidential to the extent possible.

Covid-19/Corona Virus
Information regarding DePaul's health and safety compliance can be found at:
https://resources.depaul.edu/coronavirus/faqs/Pages/classes-academics-faculty.aspx

Emergency School Closure Information
Info on emergency closure can be found at: Emergency School Closure
- In the event of a large-scale class cancellation or closure, a University-wide e-mail will be issued.
- A voicemail message will also be posted on the University's general announcement line at 312/362-6226 or main telephone number at 312/362-8000.

- **Additionally, the DPU Alert system may be utilized and a banner on the University's homepage with closure information may be activated.**
- **The University may also post information on the University's social media.**