

SOFTWARE PRODUCT MANAGEMENT
CSE/CSB 098 – Section 011 (1 credit)
March 23 – May 4, 2018 • 2:30pm – 3:50pm Fri • BC-115

Instructors Professor Daniel Lopresti
Email dal9@lehigh.edu ~ Ext. 85782

Samantha Dewalt, Adjunct Professor
Email sdewalt@lehigh.edu

Texts The Art of Product Management: Lessons from a Silicon Valley Innovator
by Rich Mironov

CourseSite Materials and discussion forums will be available at
<http://coursesite.lehigh.edu/>

Grading

- Participation 50 points (50%)
- Final Project: Competitive Analysis 50 points (50%)

Course Description

The focus of this class is to provide an overview of the core functions of a Product Manager working on an enterprise software product. The class will provide a survey of important topics in PM, delivered by real-world practitioners.

During the semester, students will be put into small groups and asked to prepare a competitive analysis for an exciting new product from Bracket Computing. On April 20, we will have a check-in to see where the teams are and provide feedback. At the end of the class, teams will present their findings to a small group of executives from Bracket as well as the Lehigh@Nasdaq Center team. Course grade will be 50% from the competitive analysis and 50% from participation.

Class Schedule

- 3/23** **Course Overview & Intro to Product Management**
Guest Speaker: Tom Gillis, Founder & CEO, Bracket Computing
- 3/30** **Writing an MRD & PRD**
Guest Speaker: Tony Patera, VP PM at Proofpoint
- 4/6** **Competitive Analysis & Differentiation**
Guest Speaker: Ambika Gadre CSCO

- 4/13** **Distribution Strategies**
Guest Speaker: Jeff Williams, Operating Partner Bain Capital Ventures
- 4/20** **Competitive Analysis Presentation Check-in**
- 4/27** **Project management**
Peggy Wheeler, Chief of Staff, Google Cloud Platform at Google
- 5/4** **Final Presentations**

Accommodations for Students with Disabilities

If you have a disability for which you are or may be requesting accommodations, please contact both your instructor and the Office of Academic Support Services, Williams Hall, Suite 301 (610-758-4152) as early as possible in the semester. You must have documentation from the Academic Support Services office before accommodations can be granted.

Principles of Our Equitable Community

Lehigh University endorses The Principles of Our Equitable Community.* We expect each member of this class to acknowledge and practice these Principles. Respect for each other and for differing viewpoints is a vital component of the learning environment inside and outside the classroom.

Academic Integrity

The work you submit in CSE 098 must be entirely your own. While I encourage you to discuss basic concepts with friends and classmates, plagiarism is never acceptable. Such cases will be referred to the University Committee on Discipline and, if you are found guilty, you may be given the failing grade WF in the course. If you have questions about this policy at any point, ask me. It is far better to be safe than sorry when your academic career may be on the line.

http://www.lehigh.edu/~inprv/initiatives/PrinciplesEquity_Sheet_v2_032212.pdf