

Software Product Management ISPMA Foundation Level Training Agenda

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Agenda

Day 1:

0. Prelude

- Participants / ISPMA
- Intro to training and exam

1. Introduction and Foundations

- Software as a Business
- Relevant terms, role, objectives
- Software Product Management Overview & Framework

2. Product Strategy

2.1 Essentials

- Role and Elements of Product Strategy and their Interdependencies
- Product Name, Positioning and Product Definition
- Delivery Model, Service Strategy and Sourcing

2.2 Business Aspects

- Business Case
- Costing
- Pricing
- Performance and Risk Management

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Day 2:

2. Product Strategy

2.3 Ecosystem Management

- Role and Elements / Stakeholders

2.4 Legal Aspects

- Contracts / Management of Intellectual Property Rights (IPR)

3. Product Planning

3.1 Product Requirements Engineering

- Role of Requirements Engineering in Software Product Management
- Inquiry cycle with elicitation, analysis, and validation

3.2 Release Planning

- Release Planning Process and its conflicts / Structure of Release Plan

3.3 Roadmapping

- Product Roadmap and its elements
- Sources of input / Usage of Roadmaps

3.4 Product Life Cycle Management

- Phases of the Life Cycle
- Performance Management

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Day 3:

3.5 Impact from Development Methodologies

4. Strategic Management

- Strategic Management Essentials
- Portfolio Management and Corporate Strategy
- Innovation and Resource Management
- Market and Product Analysis

5. Orchestration of Functional Areas

5.1 Development

5.2 Marketing

5.3 Sales and Distribution

5.4 Service and Support

5.5 The Role of SPM as Orchestrator

- Roles and Responsibilities of SPM
- Orchestration Challenges and Strategies

6. Wrap Up

7. Certification Exam (optional)

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