

Software Product Management ISPMA Training Agenda Excellence Level Product Planning

Hans-Bernd Kittlaus
InnoTivum Consulting

Agenda

Day 1:

0. Prelude

- Participants / ISPMA
- Intro to training and exam

1. Product Planning in Context

- Product Strategy
- Orchestration
- Scenarios

2. Product Life Cycle Management

- Product Life Cycle
- Category Life Cycle
- Planning Options within Life Cycle Constellations

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Day 2:

3. Product Roadmapping

- Product Evolution
- Long-term Planning: Product Roadmaps
- Development and Communication of Roadmaps

4. Product Release Planning

- Release Planning Process
- Requirements Prioritization Criteria, Methods, and Visualization
- Release Planning in Different Scenarios

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Day 3:

5. Product Requirements Engineering

- Role of Requirements Engineering in Software Product Management
- Requirements Development: Elicitation, Analysis, and Validation
- Abstraction Levels: Goals, Functional and Quality Requirements, and Constraints
- RE in Different Scenarios
- Customer Involvement

6. Process Management for Product Planning

- Measurements
- Tool Support
- Optimization

7. Wrap Up

8. Certification Exam (optional)