

Software Product Management - The Foundation V.2 Training based on ISPMA

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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

2.2 Positioning and Product Definition

2.3 Delivery Model and Service Strategy

2.4 Sourcing

2.5 Pricing

- 2. Product Strategy**
 - 2.6 Financial Management**
 - 2.7 Ecosystem Management**
 - 2.8 Legal and IPR Management**
 - 2.9 Performance and Risk Management**
 - 2.10 Business Models**

- 3. Product Planning**
 - 3.1 Product Planning Approaches**
 - 3.2 Customer Insight**
 - 3.3 Product Requirements Engineering**
 - 3.4 Release Planning**
 - 3.5 Roadmapping**
 - 3.6 Product Life Cycle Management**

- 4. Strategic Management**
- 4.1 Strategic Management Essentials**
- 4.2 Corporate Strategy**
- 4.3 Portfolio Management**
- 4.4 Innovation Management**
- 4.5 Resource Management**
- 4.6 Compliance Management**
- 4.7 Market Analysis**
- 4.8 Product Analysis**

- 5. Orchestration of Functional Areas**
 - 5.1 Development**
 - 5.2 Marketing**
 - 5.3 Sales and Fulfillment**
 - 5.4 Delivery Services and Support**
 - 5.5 The Role of SPM as Orchestrator**

- 6. Wrap Up**

- 7. Certification Exam (optional)**