

Introduction to Product Management (Digital and AI Products)

Course Introduction

Product managers are often referred to as CEO of the Product. It is largely due to the fact that they are responsible and accountable for the end to end product lifecycle from discovery to delivery; which implies orchestrating the research, design, positioning, development, and delivery. To be effective in this role, product managers must have a deep understanding of the product, the user, the market, the data and the business including the different functions on which sometimes they depend and that they sometimes will have to rally to their vision.

This course is designed to provide you with a framework for understanding product management for digital and AI-backed products whether in large organizations or in young startups. The course covers some techniques and real world examples of what successful and unsuccessful products look like. You will also have the chance to apply some of the concepts through group projects.

Come prepared with either your own product idea or join a team that already has one. Teams shouldn't be larger than 4 members. Throughout the sessions every team will apply Product principles to conduct research, validate the need and prototype a product. Come with passion, courage and the desire to build something great.

Course Schedule

	Objectives	Pre assignment & Readings
Session 1	What's a Product Team <ol style="list-style-type: none">1. Explain the Product discipline2. Understand what successful product teams have in common3. Focus on the PM role and responsibilities	<ul style="list-style-type: none">• Prepare 30 second Pitch (a couple groups will be asked to pitch their ideas) + key hypotheses about the product you will need to validate• Read INSPIRED Part I (Lessons from top tech companies) and Part II (The right people)
Session 2	Discover your users <ol style="list-style-type: none">1. Knowing your users is critical to achieve product-market fit2. Product discovery techniques to	<ul style="list-style-type: none">• Read TALKING TO HUMANS• Customer Discovery Interviews

	help know your users	
Session 3	Tackle your remaining risks upfront <ol style="list-style-type: none"> 1. Explore discovery techniques to tackle usability & feasibility risks 2. Explore discovery techniques to tackle business viability risks 	<ul style="list-style-type: none"> • Customer Discovery Interviews • Read INSPIRED Part IV (The right process)
Session 4	Deliver your product <ol style="list-style-type: none"> 1. Explore some Agile framework for product managers 2. Gain perspective into data science challenges and engineering best practices 	<ul style="list-style-type: none"> • Read INSPIRED Part III (The right product)
Session 5	Launch and land your product <ol style="list-style-type: none"> 3. Go-to-market strategy is critical to successful launches 4. How to Land your product - the case for continuous experimentation 	<ul style="list-style-type: none"> • Read OUTCOMES OVER OUTPUT
Session 6	Pitch Day	

Required Readings

INSPIRED: How to Create Tech Products Customers Love (2nd Edition) – Marty Cagan

TALKING TO HUMANS: Success starts with understanding your customers – Giff Constable

OUTCOMES OVER OUTPUT: Why customer behavior is the key metric for business success – Josh Seiden

Optional Readings

THE LEAN STARTUP: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses – Eric Ries

VALIDATING PRODUCT IDEAS: Through Lean User Research – Tomer Sharon

Blogs:

- [Mind the product](#)
- [Silicon Valley Product Group \(svpg\)](#)
- [Products that count](#)

Assignments & Evaluation

Your grade for this course will be based on the following:

- 30% of your grade will be based on the final group presentations.
- 40% of your grade will be based on assignments
- 30% of your grade will be based on active participation, attendance, and attention during class lectures, discussions, and activities

PARTICIPATION

Coming to class, being attentive, and actively participating are expected and will account for half of your grade. User experience is a participatory discipline. Asking questions, challenging assumptions, and inspiring others are all part of the process. An active classroom will simulate what it is like to work on a product team.

REQUIRED COURSE MATERIALS

Throughout the sessions, various case studies, articles, videos, podcasts, and other materials will be assigned as required content to discuss in class.

CLASSROOM NORMS AND EXPECTATIONS

Because of the small number of sessions, attendance at all sessions is required. As they will take place in the evening, eating in class is allowed. No use of phones, tablets, wearables, computers, or other internet-enabled devices allowed in class except for group presentation purposes. Active participation is encouraged.

Guest Speakers (TBD)

Session	Date	Name	Company	Title
Session 1				
Session 3				
Session 4				
Session 5				