

Preliminary Syllabus

Course Code: BUS 38 W

Course Title: The Art and Science of Product Management

Spring 2016

Instructor: Rashmi Menon

Course Schedule: Online

Grading

The default option for this course is No Grade Requested (NGR). Written work is not required.

Requirements for Credit: Work with a class team to develop and present a product roadmap, minimum viable product description, and launch plan. Note: This class cannot be taken for a Letter Grade.

Please note this class will involve group assignments and video presentations. You will need to have the following technology to participate: webcam, PowerPoint, Keynote, or other software for generating presentations. A headset is also recommended. Interactive Zoom sessions are tentatively scheduled for Wednesday evenings in US time zones.

Weekly Outline

Week 1

- Topics covered
 - Introductions/Logistics/Course Plan
 - What does a Product Manager do? What skills are required? How do you transition into becoming a product manager?
 - Three key course deliverables defined: roadmap, minimum viable product description, launch plan
 - Gathering stakeholder input: external market forces (competitors, market dynamics, etc.)
 - Discuss team formation
- Class assignments
 - Think about a product idea that you would like to work on during this class

Week 2

- Topics covered
 - Panel of Product Managers, Q&A session
 - PM best practices
- Class assignments
 - Prepare questions to ask the panel

Week 3

- Topics covered
 - Gathering stakeholder input: internal teams (sales, business development, etc.)
 - Gathering stakeholder input: customer research, target customers, and personas
 - Form groups
- Class assignments
 - Prepare to join or lead a group

Week 4

- Topics covered
 - Balancing stakeholder input and generating a roadmap
 - What is the cohesive product vision?
 - What gets built when, generating a roadmap
 - Communicating back to stakeholders

Week 5

- Topics covered
 - Waterfall versus Agile for PMs
 - Building the Minimum Viable Product, Part 1
 - Use cases/epics
 - Feature requirements
 - Prioritized backlog
 - Upcoming assignments

Week 6

- Topics covered
 - Roadmap due
 - Building the Minimum Viable Product, Part 2
 - User flows
 - Wireframing/prototyping
 - User testing
- Class assignments
 - Be prepared to present your roadmap

Week 7

- Topics covered
 - Agile tools and techniques
 - Product development teams, engineering estimates
 - Functional testing

Week 8

- Topics covered

- MVP wireframes (or product feature list) due
- User testing
- Class assignments
 - Be prepared to present your MVP

Week 9

- Topics covered
 - Product marketing—describing your product, getting the word out
 - Product release—beta programs, analytics, PR
 - Class 10 assignment

Week 10

- Topics covered
 - Product launch plans due
 - Interviewing for PM jobs
 - Course Wrap-up
- Class assignments
 - Be prepared to present your product launch plans