Course Title: Introduction to User Experience (UX) Design in Product Leadership and Management  
Course Code: BUS 57 W  
Instructor: Aswin Pranam

Course Summary:

Note: This is an introductory course in user experience design that assumes no previous knowledge in the field. If you have previous background experience in UX, I recommend you register for an advanced course in the catalogue. The course is tailored to fit product / program / project managers who are involved with building digital products, but it can also be useful for business analysts, software engineers, or related roles in the tech sector.

*Please see course page for full description and additional details.

Grade Options and Requirements:

- **No Grade Requested (NGR)**
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

- **Credit/No Credit (CR/NC)**
  - Students must participate in at least 85% of weekly discussions and/or Zoom sessions.

- **Letter Grade (A, B, C, D, No Pass)**
  - Students must participate in 100% of weekly discussions and/or Zoom sessions and submit the final project with a passing grade.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Zoom Schedule*:

All classes will be held by default on Wednesday evenings at 6:30pm Pacific Standard Time (subject to change). If other days / times are preferable, I will change the session timing on a week-by-week basis. All live video sessions will be recorded, and student attendance is mandatory (for credit seeking grade options) but flexible arrangements can be made based on need or time zone.

Please contact the Stanford Continuing Studies office with any questions  
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650-725-2650
Tentative Weekly Outline:

- Week 1: Introduction to User (UX) Experience Design
- Week 2: UX Design in Practice
- Week 3: User Research & Understanding
- Week 4: Design Sprinting 101
- Week 5: Rapid Prototyping
- Week 6: User Testing & Feedback
- Week 7: Agile UX for Product Teams / Designing Ahead