BUILDING SUCCESSFUL PRODUCTS AND CAREERS WITH AGILE PRODUCT MANAGEMENT

Course Code: WSP 121  
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COURSE DESCRIPTION

This workshop presents the essentials of Product Management and Agile approaches, and how they work in a fine balance to deliver truly great products and experiences. In an ever-fluid landscape of startups and mature businesses, today’s product development challenges present new opportunities to product managers and Agile practitioners alike. Taking a pragmatic approach, this workshop connects the dots between product management and Agile frameworks.

Using a combination of in-class group exercises and lectures, this workshop combines case studies and practical advice for early-stage product managers as well as those looking to build skills and frameworks in Agile development.

COURSE OBJECTIVES

This workshop is designed to provide hands-on insights in Product Management and Agile approaches. With product development case studies from companies such as Amazon, TiVo, HP, Cisco, and OUYA, we will explore the why, what, and how of creating and delivering successful products like the Kindle, Fire TV, OUYA game console, HP desktops, and others that delight customers and build scalable businesses. For those seeking to enter or grow in their product management careers, we will discuss strategies on how to play and win the career game. This includes career strategy differences between startups and mature businesses, interviewing techniques, team leadership, climbing the corporate ladder, and more.

WORKSHOP OUTLINE

DAY 1  
MODULE 1  
Lecture Theme: Product Management and Agile - Introductions & Concepts

• Overview of product management and Agile approaches  
• The makings of successful product managers  
• Participative exercises  
• Lunch Break
MODULE 2
LECTURE THEME: PRINCIPLES OF PRODUCT MANAGEMENT AND AGILE APPROACHES
• Essentials of Iterative (Agile) Approaches
• The key attributes of product managers
• Participative Exercises
• Break

MODULE 3
LECTURE THEME: WORKING WITH TEAMS
• Teaming Effectively
• Describing products to a team
• Participative Exercises
• Open Frame: Class Questions

DAY 2
MODULE 4
LECTURE THEME: CUSTOMER DISCOVERY AND BUSINESS MODELS
• Seeing the whole Business Model
• Market Research and Customer Discovery
• Participative Exercise
• Lunch Break

MODULE 5
LECTURE THEME: PRODUCT DISCOVERY AND STARTUP
• Case Study: Product and Business Discovery
• Pragmatic Insights into start-up strategies and execution
• Participative Exercise
• Break

MODULE 6
LECTURE THEME: THE ART OF PERSUASION AND CAREER MANAGEMENT
• Charting your career strategy
• The science and practice of persuasion
• Open Frame: Class Questions