Course Description
This course presents a fresh, hands-on approach to Product Management in the context of Agile methodologies. In an ever-fluid landscape, today’s product development processes present new challenges and opportunities to product managers and Agile practitioners alike. This course helps connect the dots between Product Management and Agile Frameworks, exploring the why, what, and how of creating and delivering successful products that delight customers and build scalable businesses.

This course also examines various aspects of product development both in the context of startups as well as large-scale businesses. For those seeking to enter product management, we discuss career paths and how to learn and play the rules of the career game.

Course Objectives
Using a combination of in-class group exercises, lectures, and local industry guest speakers, this course seeks to provide hands-on experience in Product Management and Agile Methodologies.

As hands-on practice, students will create and iterate on business models, frame product ideas, and understand team and organizational dynamics. As a bonus, after-class exercises will be conducted for students who want to gain additional hands-on experience.

Culminating in a panel of guest speakers from leading Silicon Valley companies and venture capital firms, this course aims to be particularly valuable for early-stage product managers as well as those looking to work in program management.

Required Text(s): None
Grade Options and Requirements:
The true measure of our success is how you can apply the concepts presented in practice.

For No Grade Requested:
Just show up for class. This is the default grading option.

For Credit, without Grade:
Attend all five sessions. Record your attendance as covered in Week 1.

For Letter Grade:
Students may work either individually or in a team of up to five students. For a Letter Grade, students will be required to compile and submit a project of at least four Business Model Canvases to demonstrate their application of both Agile and Product Management concepts. (The Business Model Canvas will be covered in Session 2. If the project will be submitted as a Team, that election will need to be made before Session 3).

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.

Video/audio consent: This class may be videotaped for future reference. Consent forms will be provided by the first session.

Weekly Outline
Session 1
• Course & Instructor Introductions, Expectations
• Overview of Product Management and Agile Methodologies, and why they intersect
• Participative Exercise: Self-Organizing Teams
• Assignments for Session 2 preparation
Session 2
• What Makes Successful Product Managers
• Agile in Practice
• Business Model Canvas including case study
• Case Study: Market Research/Customer Discovery
• Assignments for Session 3 preparation

Session 3
Lecture theme: How - Product Management and Agile in Practice
• Forming Teams by Design Rather Than Default
• Participative Exercise: Agile Estimating - Effort/Value
• Describing the Product to a Team
• Assignments for Session 4 preparation

Session 4
Lecture theme: Scaling Start-Ups and Managing Careers
• Guest Lecturer: Eric Klein (Partner, Lemons Labs)
• Scaling Start-ups - The role of product management
• Start-up Strategies, Pitfalls, and Case Studies
• Charting Your Career Strategy
• Assignments for Session 5 preparation

Session 5
Lecture theme: Wrap-Up and Industry Panel
• Housekeeping (Grading, Assignments, Deadlines)
• Open Frame: Class Questions
• Moderated Panel
• Closing & Networking