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 session 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 would you 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
  o Gathering stakeholder input: internal teams (sales, business development, etc.)
  o Gathering stakeholder input: customer research, target customers, and personas
  o Form groups
• Class assignments
  o Prepare to join or lead a group

Week 4
• Topics covered
  o 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
  o Waterfall versus Agile for PMs
  o Building the Minimum Viable Product, Part 1
    ▪ Use cases/epics
    ▪ Feature requirements
    ▪ Prioritized backlog
  o Upcoming assignments

Week 6
• Topics covered
  o Roadmap due
  o Building the Minimum Viable Product, Part 2
    ▪ User flows
    ▪ Wireframing/prototyping
    ▪ User testing
• Class assignments
  o Be prepared to present your roadmap

Week 7
• Topics covered
  o Agile tools and techniques
  o Product development teams, engineering estimates
  o Functional testing

Week 8
• Topics covered
o MVP wireframes (or product feature list) due
o User testing

• Class assignments
  o Be prepared to present your MVP

Week 9
• Topics covered
  o Product marketing—describing your product, getting the word out
  o Product release—beta programs, analytics, PR
  o Class 10 assignment

Week 10
• Topics covered
  o Product launch plans due
  o Interviewing for PM jobs
  o Course Wrap-up

• Class assignments
  o Be prepared to present your product launch plans