

# Product Management

## module 4, 2024/25

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### Course description

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The Product Management Course is designed to equip participants with the essential skills and knowledge needed to excel in managing products throughout their lifecycle. This comprehensive program focuses on developing strategic thinking, analytical abilities, and effective communication techniques necessary for successful product management.

Through hands-on exercises, case studies, and interactive discussions, learners will gain practical experience in defining product vision, conducting market research, prioritizing features, and leading cross-functional teams. By the end of this course, students will have a solid understanding of industry best practices, tools, and methodologies that enable them to drive innovation, optimize user experiences, and achieve business objectives within competitive markets.

### Course requirements, grading, and attendance policies

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The final grade will be based on the final project (60%), three home assignments (30%), and in class participation (10%).

### Course contents

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- 1. Introduction to Product Management**
  - Definition of product management
  - Key roles in product team
  - Stages of building a product
- 2. Deep Dive into Product Lifecycle**
  - Detailed exploration of each stage in the product lifecycle
  - Various types of product research methods
- 3. Project Management Techniques**
  - Project management methodologies
  - Backlog management strategies
  - Prioritization frameworks
- 4. Unit Economics, Metrics, and UX/UI**
  - Understanding unit economics
  - Tracking product health metrics
  - Designing optimal user experiences through UX/UI principles
- 5. Career Development in Product Management**
  - Navigating a career path in product management
  - Preparing for job interviews

### Description of course methodology

Classes are conducted in an interactive format, combining lectures, group discussions, and practical exercises. Students will engage in real-world case studies, allowing them to apply

theoretical concepts to actual scenarios. The course utilizes various digital platforms and tools to enhance learning outcomes.

### **Course materials**

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#### **Required textbooks and materials**

1. «Inspired: How to Create Tech Products Customers Love» by Marty Cagan
2. «Cracking the PM Interview: How to Land a Product Manager Job in Technology» by Gayle Laakmann McDowell and Jackie Bavaro
3. «The Design of Everyday Things» by Don Norman

### **Academic integrity policy**

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Cheating, plagiarism, and any other violations of academic ethics at NES are not tolerated.