

Курс Product Management with AI Online

BASIC LEVEL

🕒 17 занятий 📅 2 занятия в неделю



подробнее о курсе

ИЗУЧАЕМЫЕ ТЕХНОЛОГИИ



Google analytics



Tableau



Amplitude



SimilarWeb



SensorTower



Agile

ПРОГРАММА КУРСА

1. Introduction to Product Management

- Product management functions
- What it takes to be a good Product Manager
- Product Management Mindset

2. Product Lifecycle

- Product development process
- Product success and failure
- Secret Ingredients to product success
- Pain, Need, Problem

3. Креативность, генерация идей

- Ideation
- Проверка идей
- Different stages of product adoption

4. Customer Development

- Validated Learning

- MVP
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5. Understanding Context

- Market Evaluation
 - Competitors Evaluation
 - Macroeconomics
 - Value Creation
 - Unit Economics
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6. Business Module Toolbox: Business Model Canvas, Metrics for PM

- Introduction to Business Model
 - Business Model Canvas
 - Business Model Templates
 - Поиск инновационной бизнес-модели
 - Introduction to metrics
 - Use of metrics as UX and management tools
 - Business model canvas
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7. AI for Product Managers

- Искусственный интеллект в Product Management
 - Как искусственный интеллект помогает Product Manager
 - Практическое использование AI в работе Product Manager
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8. Organisational Culture. Technology Stack

- Organisational Culture Overview
 - Understanding Culture
 - Changing Culture
 - Product Manager and Technology
 - Tech Stack
 - Tech Camps
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9. Enterprise Architecture. Documenting projects

- Enterprise Architecture Overview
- Product Management in Enterprise
- Documenting projects
- Selecting a good documenting approach

- Implementing selected approach
 - Writing good specification
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10. Design thinking (workshop)

11. UI Basics

- What is design
 - 10 principles of good design
 - Design for non-designers
 - Web design
 - Style guides
 - Form, composition, proportion
 - Color
 - Neuro-aesthetics
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12. UX basic

- UX vs UI
 - Basic Concepts
 - UX research
 - Heuristic Analysis
 - Content
 - Navigation
 - Interactions Design
 - Prototyping
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13. Presentation skills

- История и структура спича
 - Аргументация и убеждение
 - Подготовка и подача
 - Визуальные средства донесения информации
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14. Handling Communications (workshop)

- Communications with customers and investors
 - Hiring and firing
 - Communication within the team
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15. Gamestorming (workshop)

- Роль игр в повседневной работе
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БОНУСЫ КУРСА



Free English Speaking Club