Product Management

Foundational

Product Management
B8636/B7636, 3 credits

Industry Knowledge

*Digital Literacy for Decision Makers
B8125, 1.5 credits

Technology Breakthroughs
B8104, 1.5 credits

Generative AI for Business
B8609/B7609, 1.5 credits

Technical Skills

*Business Analytics 2: Foundations of AI
B8103/B7103, 1.5 credits

Business Analytics 3: Modern AI, Deep Learning and Generative AI
B8117/B7117, 1,5 credits

Introduction to Databases for Business Analytics
B8138, 1.5 credits

Python for MBAs
B8154/B7154, 1.5 credits

WebApp Programming in Python
B8126, 3 credits

Customer Centric

*Foundations of Product Innovation
B8667, 3 credits

Intro to User Experience
B8622, 1.5 credits

Think Bigger
B8577, 3 credits

Innovate using Design Thinking
B8662, 3 credits

Go to Market

*Technology Strategy
B8570/B7570, 3 credits

Digital Marketplaces
B8159, 1.5 credits

Digital Marketing
B8679/B7640, 1.5/3 credits

Growth Hacking
B8610, 3 credits

People Skills

*Managerial Negotiations
B8510/B7510, 3 credits

The Leader's Voice
B8538/B7538, 1.5 credits

Power and Influence
BB531/B7531, 3 credits

Capstone

Digital Product Management Lab
B8632, 3 credits

Related Pathways

⚫ Customer Insights

⚫ Data Analytics

⚫ Leadership

⚫ Innovation

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