Semester: VII					
ARTIFICIAL INTELLIGENCE PRODUCT MANAGEMENT **Category: Professional Core Elective – IV (Group F)** **(Theory)**					
Course Code	:	**AI374TFD**		**CIE**	:	**100 Marks**
Credits: L:T:P	:	**3:0:0**		**SEE**	:	**100 Marks**
Total Hours	:	**45L**		**SEE Duration**	:	**3Hours**

Unit-I	**09 Hrs**
Introduction: Product Management, Product Management Lifecycle, Concept validation to Goto Market cycle. **Understanding the Infrastructure and Tools for Building AI Products:** Steps in Optimal Process Flow, Deployment Strategies, Understanding the stages of New Product Development, Commercializing AI Products, The GOAT examples of differentiated, disruptive and dominant strategy products.	
Unit – II	**09 Hrs**
Building an AI-Native Product: Stages of AI product development, AI/ML product dream team, Productizing AI-powered outputs, how AI product management is different, Productizing the ML Service, AI customization; Customization for Verticals, Customers, and Peer Groups	
Unit –III	**09 Hrs**
Integrating AI into Existing Non-AI Products: Embedded AI, Ethical AI, Creative AI, Autonomous AI, Evolving Products into AI Products: Value, Scope, Reach, Preparation and Research, Quality Parternship, Benchmarking, Defining success, Competition, Product Strategy	

Unit –IV	**09 Hrs**
AI Startups: Understanding Enterprise AI, Analytics and Automated Decision, When to deploy AI in decision making, SETDA loops, The Role of AI product manager, AI Startup Business Model, The successful AI startup patterns, Case studies	
Unit –V	**09 Hrs**
AI Product Strategy: Product Strategy Fundamentals, Define Product Vision, Strategy and Roadmap, Product Discovery, Understanding Customer needs, Discovery of needs, Translating Needs to Requirements, Product Requirement Analysis, The Sins of AI product Roadmapping, The Principles of Human Factors in AI, and Case studies	

Course Outcomes: After completing the course, the students will be able to:-	
CO1	Understand and appreciate the significance of Artificial Intelligence in product management.
CO2	Identify key AI product management principles for developing AI-driven products across diverse applications.
CO3	Apply AI startup methodologies and product management concepts to solve real-world problems effectively.
CO4	Analyze and contribute to developing AI product strategies while working collaboratively in multidisciplinary project teams.
CO5	Demonstrate strong communication skills through the preparation of well-structured reports and effective presentations.

Reference Books	
1.	The AI Product Manager's Handbook, Irene Bratsis, Packt Publisher, 1st Edition, February 2023, ISBN 9781804612934.
2.	AI Startup Strategy: A Blueprint to Building Successful Artificial Intelligence Products from Inception to Exit, Apress, Adhiguna Mahendra, 2023, ISBN-13 (pbk): 978-1-4842-9501-4, ISBN-13 (electronic): 978-1-4842-9502-1, https://doi.org/10.1007/978-1-4842-9502-1
3.	AI Product Management: Apractical Guide for Building, Launching and Scaling AI Prodcts, Kumar Vishwesh,1st Edition, Notion Press, 2023, ISBN-:13- 979-8890022400
4.	Phill Akinwale,Artificial Intelligence for Product Managers,1st Edition,Praizion Media,2023, ISBN-10: 1934579289

RUBRIC FOR THE CONTINUOUS INTERNAL EVALUATION (THEORY)		
#	**COMPONENTS**	**MARKS**
1.	**QUIZZES:** Quizzes will be conducted in online/offline mode. TWO QUIZZES will be conducted & Each Quiz will be evaluated for 10 Marks. **THE SUM OF TWO QUIZZES WILL BE THE FINAL QUIZ MARKS.**	**20**
2.	**TESTS:** Students will be evaluated in test, descriptive questions with different complexity levels (Revised Bloom's Taxonomy Levels: Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating). **TWO tests will be conducted**. Each test will be evaluated for **50Marks**, adding upto 100 Marks. **FINAL TEST MARKS WILL BE REDUCED TO 40 MARKS.**	**40**
3.	**EXPERIENTIAL LEARNING:** Students will be evaluated for their creativity and practical implementation of the problem. Case study-based teaching learning (10), Program specific requirements (10), Video based seminar/presentation/demonstration (20) **ADDING UPTO 40 MARKS**.	**40**
	MAXIMUM MARKS FOR THE CIE THEORY	**100**

RUBRIC FOR SEMESTER END EXAMINATION (THEORY)		
Q. NO.	**CONTENTS**	**MARKS**
	PART A	
1	Objective type questions covering entire syllabus	20
	PART B (Maximum of TWO Sub-divisions only)	
2	Unit 1 : (Compulsory)	16
3 & 4	Unit 2 : Question 3 or 4	16
5 & 6	Unit 3 : Question 5 or 6	16
7 & 8	Unit 4 : Question 7 or 8	16
9 & 10	Unit 5: Question 9 or 10	16
	TOTAL	**100**

Artificial Intelligence and Machine Learning