



AI Certification Program

AI+ PRODUCT MANAGER™



Executive Summary

This AI+ for Product Managers certification offers a comprehensive foundation in artificial intelligence tailored for product management professionals. It begins by demystifying AI, exploring its various branches, and delving into specific AI applications within product management. Students will learn about the evolving role of an AI Product Manager and how this position is critical in bridging the gap between cutting-edge technology and practical, market-driven solutions. The module further highlights the significance of AI in product development, detailing the benefits and competitive advantages it brings to the table. By the end of this course, participants will possess a solid understanding of AI fundamentals and their application in enhancing product development processes.



Prerequisites

- Understanding the basics of digital technologies and their influence on various aspects of professional life
- Interest in learning about the integration of AI technologies within product development
- Participants should have an open mindset towards learning new concepts and technological developments.



Exam Blueprint

Number
of Questions

50

Passing
Score

35/50 or 70%

Duration

90 Minutes

Format

**Online via AI
Proctoring platform**

Question Type

**Multiple Choice/Multiple
Response**

Exam Overview

| Module | Weight |
|---|-------------|
| Introduction to Artificial Intelligence(AI) for Product Managers | 11% |
| Fundamentals of Machine Learning | 11% |
| AI Product Development Lifecycle | 13% |
| AI Ethics and Bias | 13% |
| AI Implementation Strategies | 13% |
| AI Metrics and Performance Evaluation | 13% |
| AI Regulation and Compliance | 13% |
| AI and Product Management | 13% |
| | 100% |

Certification Modules

Module 1

Introduction to Artificial Intelligence(AI) for Product Managers

1.1 Understanding the Basics of artificial intelligence

1.2 Importance of AI

Module 2

Fundamentals of Machine Learning

2.1 Introduction to Machine Learning

2.2 Data Preparation in ML model

Module 3

AI Product Development Lifecycle

3.1 Exploring How AI Can Be Leveraged in Ideation and Conceptualization

3.2 Prototyping and Testing: Explore Methods for Prototyping and Testing AI-driven Products Effectively

Module 4

AI Ethics and Bias

4.1 Understanding Ethical Considerations: Examine the Ethical Implications of AI Products and the Responsibility of Product Managers

4.2 Mitigating Bias: Learn Strategies to Identify and Address Bias in AI Algorithms and Products

Module 5

AI Implementation Strategies

5.1 Integration with Existing Products: Explore Methods for Integrating AI Features into Existing Products Seamlessly

5.2 Stakeholder Management: Understand How to Communicate AI Initiatives Effectively with Stakeholders and Gain their Support

Module 6

AI Metrics and Performance Evaluation

6.1 Key Performance Indicators (KPIs): Identify Relevant Metrics for Measuring the Success of AI-driven Products

6.2 Performance Evaluation Techniques: Learn Methods for Evaluating the Performance of AI Models and Products

Module 7

AI Regulation and Compliance

7.1 Regulatory Landscape: Explore Current Regulations and Frameworks Relevant to AI Products

7.2 Compliance Strategies: Develop Strategies to Ensure AI Products Comply with Regulatory Requirements

Module 8

Future Trends in AI and Product Management

8.1 Emerging Technologies: Discuss Upcoming Trends and Technologies Shaping the Future of AI and Product Management

8.2 Strategic Planning: Learn How to Anticipate and Adapt to Future Changes in the AI Landscape to Drive Product Innovation

Certification Outcome

Upon successful completion of AI+ Product Manager certification, participants grasp AI's product management role, covering fundamentals, machine learning, ethics, integration, performance, regulation, and trends. Graduates excel in AI-driven product development, from ideation to deployment, ensuring ethics and compliance. The course focuses on strategic AI planning, enabling innovation in a dynamic tech landscape. Mastery equips managers to lead AI-driven initiatives, bolstering market competitiveness and proactive product strategies.



Market Insight

In today's market, product managers must master AI fundamentals, understand the AI product lifecycle, address ethical concerns, implement effective strategies, measure performance, ensure regulatory compliance, and anticipate future trends to successfully integrate AI into their products and maintain a competitive edge.



Value Proposition

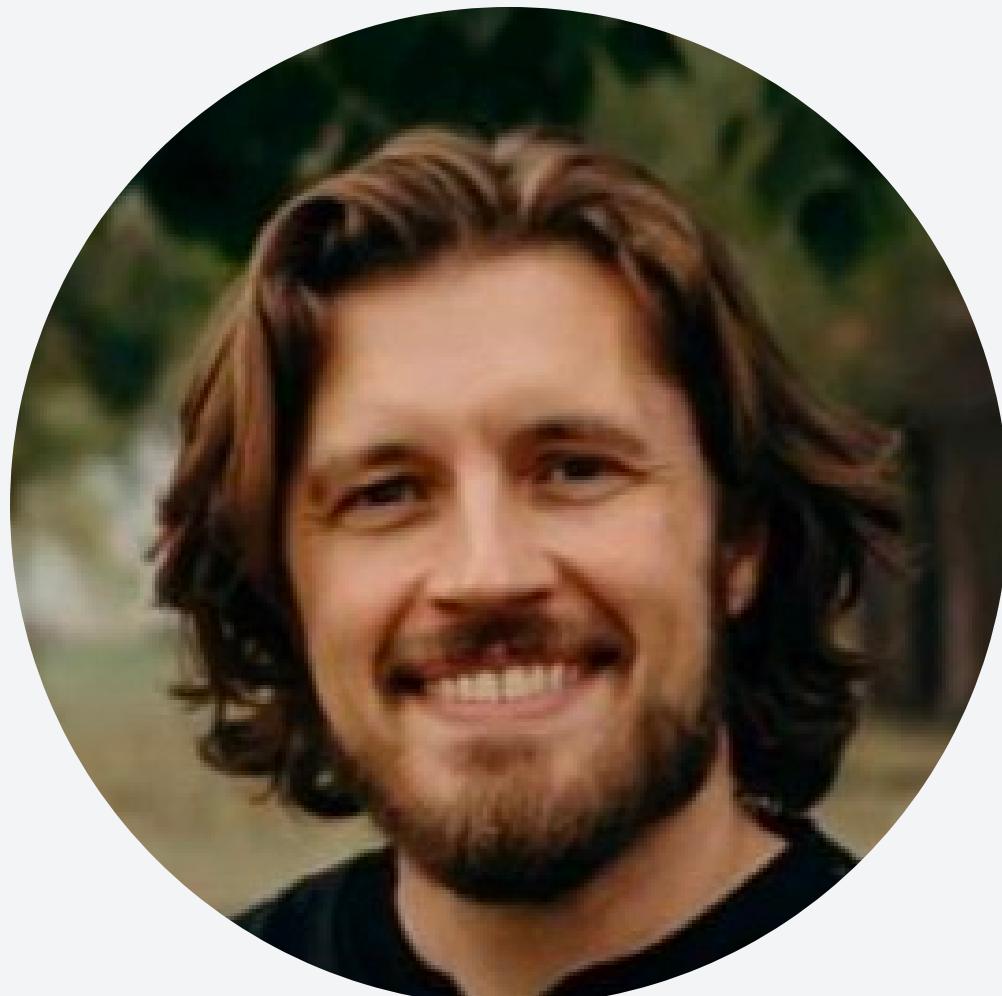
Elevate your product management team with our AI training program, covering essential skills in AI fundamentals, product lifecycle management, ethics, strategy, performance, compliance, and trend analysis. Gain the edge in integrating AI seamlessly, driving innovation, and staying competitive.



Additional Features

In addition to our comprehensive AI training program, we offer tailored workshops and case studies to deepen understanding and practical application. Our program includes access to industry experts for personalized guidance, live project collaborations for hands-on experience, and ongoing support through a dedicated online platform. Furthermore, we provide exclusive updates on the latest AI advancements and market trends to ensure your team stays ahead of the curve. With our additional features, your product management team will not only master AI but also excel in leveraging it to drive business success.

AI Experts



Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)



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