

IMBX-SHU 254

Introduction to Mindful Product Management

The syllabus and course schedule may be subject to change. Changes will be communicated via email and in NYU LMS (Brightspace). It is your responsibility to check email messages and course announcements to stay current in the course.

Instructor Information

- Instructor: Nicole Wang, Clinical Assistant Professor
- Office Location: W845
- Office Hours: Wed 3.30 pm -5 pm (making an appointment beforehand is preferred)
- Email: cw3715@nyu.edu

Course Information

- Course Code: IMBX-SHU 254
- Instructional Mode: In-Person
- Prerequisites: None
- Class Schedule and Location: Wednesday 12:45pm – 3:30pm, E404

Course Overview and Learning Outcomes

Technology products and services are increasingly a huge part of how businesses reach their end-customer and Product Managers (PMs) are the ones to lead teams to build tech products that solve real problems. This course is designed as an introduction course of how PMs do this across a variety of contexts to evaluate customer needs, translate needs into functional requirements, prioritize different aspects of development, work with cross-functional teams, launch a product and create a holistic vision of how customers experience the product. This course will focus on lectures, discussions, case-studies and hands-on exercises that replicate a typical product process at a startup, tech or non-tech company. This course equips students with the mindset, tools, frameworks to mindfully discover, design and build things that make an impact and meet the needs of real humans.

Upon Completion of this Course, students will be able to:

- Understand the role of PMs and its relationship with other key stakeholders
- Create roadmaps for tech products with aligned corporate visions, strategy and goals
- Carry out user research and map customer journey during discovery phase
- Evaluate product ideas with both qualitative and quantitative approaches
- Define the technical requirements of a product in a Product Requirement Document
- Leverage data analytics in product design and product development processes

Course Format

Each weekly session is composed of 1.5 hours of lecture and 1 hour of workshop.

Lectures

Each week, we focus on a particular topic and apply what we learn in the workshops. For some weeks, we have guest lecturers from the industry sharing their thoughts on product management.

Workshops

The workshops can take a variety of formats, such as brainstorming, discussion, watching video clips, drafting proposals, and research. Students' participation in the workshops is an important part of the grading criteria.

Field Trip (TBA)

Workshops

Each student is required to have meetings with the professor on the following dates:

2024 April 24

2024 May 8

2024 June 29

Course Requirements

Each weekly session is composed of 1.5 hours of lecture and 1 hour of workshop.

Class Attendance and Participation (20%)

Both **attendance and participation** (including output) in workshops are counted toward the students' final grades. Students will first receive a participation grade based on their engagement and contribution in class activities:

- 90-100%: Attentive and fully engaged in the class sessions and offers meaningful contributions to group discussions
- 70%-90%: Sometimes engaged in class sessions and group discussions
- <70%: Occasionally or never engaged in class sessions

Each student is allowed one unexcused absence. Any additional absence, unless detailed in the Absence Exemptions (such as religious holiday, extended illness approved by Moses Center), will result in reduction of your participation grade.

- 1 absence: no impact on your participation grade (but you need to hand in the recorded version of your mini-presentation)
- 2 absences: 1/3 grade drop (for example, from A- to B+)
- 3 absences: 2/3 grade drop (from A- to B)

4 absences or above: C+ or below

Group Project (50%)

At the beginning of the semester, students need to fill out the group sign-up sheet (maximum group size is 3) and decide on what products they would like to develop or improve for existing tech firms. As the course progresses, students will apply the tools and the knowledge they have learned to their project ideas. At the end of the semester, each group needs to make a presentation on their product strategy and roadmap. The deliverables include but not limited to (details to follow in week 1):

- Product Idea, Roadmap, and Mission (2.5%)
- Customer Journey Map (2.5%)
- Problem-Solution Tree and Feature Selection (2.5%)
- Tech/Data Pipeline (5%)
- Wireframe Design (2.5%)
- KPI Design (2.5%)
- Poster Design (2.5%)
- Product Requirement Document (10%)
- Prototype or Detailed Tech Stack Design (7.5%)
- Final Presentation (10%) + Short Picture-to-Video Illustration (2.5%)

Individual Assignments (30%)

- Workflow design (10%)
- Peer Product Feedback (10%)
- Groupmate feedback/review (5%) - to make sure no one slacks in group work
- Datacamp Self-Study Video (5%) - Finish at least 3 short courses

Grading of Assignments

The grade for this course will be determined according to the following formula:

Assignments/Activities	% of Final Grade
Class Participation	20%
Group Project	50%

Individual Assignments	30%
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AI Technology

Students are highly encouraged to use AI tools to assist them in the ideation process and the completion of their assignments. However, students cannot directly copy and paste the output from the AI tools and therefore **should document their AI outputs at all times**. Failure to present original AI outputs could result in the reduction of the grade.

Coding

Students are required to understand how to operate in a low-code environment by the end of the semester. The final project output should also include a product prototype with interactive elements.

Students are highly encouraged to use the AI App tools to design and deploy their apps in a quick and efficient manner, and refer some of the tutorials on YouTube should they run into any usage problems.

Letter Grades

Letter grades for the entire course will be assigned as follows:

Letter Grade	Weighted Scores
A	4
A-	3.67
B+	3.33
B	3
B-	2.67
C+	2.33
C	2
C-	1.67
D+	1.33
D	1
F	0

Calculation of Grades

Students will be given letter grades for their assignments, and are weighted based on the numerical conversion in the above table.

Course Schedule

Topics and Assignments

Week/Date	Topic	Assignment Due
[Week 1, 01/24/2024]	Introduction to PM	
[Week 2, 01/31/2024]	Vision and Roadmap	Group formation
[Week 3, 02/7/2024]	Customer journey map	Product Idea, Roadmap, and Mission
[Week 4, 02/21/2024]	User Needs and Prioritization	Customer journey map
[Week 5, 02/28/2024]	Workflow Design Tech foundations, part 1	Problems, Solutions, and Feature Selection
[Week 6, 03/06/2024]	Tech foundation, part 2 AI App Development	Workflow Design (Individual)
[Week 7, 03/13/2024]	Field trip (date subject to cancellation)	Datacamp Videos checkpoint
[Week 8, 03/20/2024]	Design fundamentals Guest Lecture (subject to change)	Data Pipeline
[Week 9, 03/27/2024]	Data-Driven PM In-class Consultations/Feedback	Wireframe Design
[Week 10, 04/10/2024]	Business and Operations	KPI Design
[Week 11, 04/17/2024]	Roadshow Simulation, Prototype Testing	A-3 size Poster, Prototype Draft Version
[Week 12, 04/21/2024]	Guest Lecture (subject to change)	Product Requirement Document
[Week 13, 04/24/2024]	Presentation	Ppt and Prototype Final Version (or Detailed App Stack Design)
[Week 14, 05/08/2024]	The Final Lesson that Matters	Final Datacamp Videos checkpoint Peer Product Feedback Groupmate feedback/review

Note:

The assignment requirements are subject to revision (details to follow in week 2). Refer to Brightspace for the latest update.

Course Materials

Optional Textbooks & Materials

Product Roadmaps Relaunch: How to Set Direction while Embracing Uncertainty, Kindle
Price: \$21.99, ISBN-13 : 978-1491971727

Course Policies

Public Health Requirements and COVID-19 Student Code of Conduct

You are expected to comply with the COVID-19 Student Code of Conduct. If you violate the COVID-19 Student Code of Conduct or fail to follow your instructor's related warnings, you may be asked to leave the classroom and/or may be subject to disciplinary action. You may review the Code on [NYU Shanghai's Community Standards page](#).

Attendance and Tardiness

Absence Exceptions

Observance of Religious Holidays: You may miss class for the observance of religious holidays. If you anticipate being absent because of religious observance, notify me in advance so we can create a plan for making up missed work. For more on this policy:

<https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html>

Competitions, Conferences, Presentations: You are permitted to be absent from classes to participate in competitions, conferences, and presentations, either at home or out of town, as approved by the Associate Provost for Academic Affairs. Review the Undergraduate Bulletin for the conditions you must meet to obtain approval for this kind of absence.

Extended Illness: A student with an injury or medical condition that requires ongoing accommodations (temporary or permanent) should contact the NYU Moses Center for Student Accessibility (CSA). If an accommodation is recommended by the Moses Center, then Academic Affairs may communicate on behalf of students to advocate for excused absences/ extensions. Reasonable accommodations, considering the course objectives, student learning, and fair standards, are ultimately decided by the professor.

Tardiness

Punctual arrival is mandatory for this class. Be on time. Please do not leave in the middle of class unless it is an emergency.

Late Assignments

Assignments are due **at the date and time indicated on Brightspace**. *You have a grace period of one hour after the deadline.* **Submitting assignments beyond the grace period is subject to penalty and is non-negotiable. The late penalty for all assignments is one-third of a letter grade per day** (an A becomes an A-, etc).

Electronic Devices

Mobile Devices: You may not use mobile devices in class unless otherwise indicated.

Recording Class: To ensure the free and open discussion of ideas, you may not record classroom lectures, discussion and/or activities without my advance written permission; any such recording can be used solely for your own private use. If you have approved accommodations from the Office of Disability Resources permitting the recording of class meetings, you must present the accommodation letter to me in advance of any recording. Distribution or sale of class recordings is prohibited without the written permission of the instructor and other students who are recorded.

Instructional Technology

Email Communication: I will contact you regularly via the NYU LMS (Brightspace). You should check for emails from me (reminders, logistics, updates, etc.) at the email address connected to NYU LMS (Brightspace). Please note that I will try to respond to your emails within 24 hours. Do not expect immediate responses to emails sent late at night or on the weekends.

Assignment Notification: All assignments will be posted to our class NYU LMS (Brightspace) Site. You are responsible for looking at NYU LMS (Brightspace) after each class period to learn about the next homework assignment.

Instructional Technology Tools and Assistance: If you need background on specific instructional technology tools, such as Zoom, NYU LMS (Brightspace) and Voicethread, check the [RITS Student Toolkit](#). You may also email shanghai.rits@nyu.edu for assistance.

Academic Honesty/Plagiarism*

Carefully read NYU Shanghai's *Statement on Academic Integrity* (in the [Undergraduate Bulletin](#)). Breaches of academic integrity could result in failure of an assignment, failure of the course, or other sanctions, as determined by the Academic Affairs office.

Disability Disclosure Statement*

NYU Shanghai is committed to providing equal educational opportunity and participation for students with disabilities. It is NYU Shanghai's policy that no student with a qualified disability be excluded from participating in any NYU Shanghai program or activity, denied the benefits of any NYU Shanghai program or activity, or otherwise subjected to discrimination with regard to any NYU Shanghai program or activity. Any student who needs a reasonable accommodation based on a qualified disability should register with the [Moses Center for Student Accessibility](#) for assistance. Students can [register online](#) through the Moses Center and can contact the Academic Accommodations Team at shanghai.academicaccommodations@nyu.edu with questions or for assistance.

Title IX Statement

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination on the basis of sex in educational programs. It protects victims of sexual or gender-based bullying and harassment and survivors of gender-based violence. Protection from the discrimination on the basis of sex includes protection from being retaliated against for filing a complaint of discrimination or harassment. NYU Shanghai is committed to complying with Title IX and enforcing University policies prohibiting discrimination on the basis of sex. Mary Signor, Executive Director of the Office of Equal Opportunity, serves as the University's Title IX Coordinator. The Title IX Coordinator is a resource for any questions or concerns about sex discrimination, sexual harassment, sexual violence, or sexual misconduct and is available to discuss your rights and judicial options. University policies define prohibited conduct, provide informal and formal procedures for filing a complaint and a prompt and equitable resolution of complaints.

Links to the Title IX Policy and related documents:

- [Sexual Misconduct, Relationship Violence, and Stalking Policy](#)
- [Procedures for Complaints Against Students](#)
- [Procedures for Complaints Against Employees](#)
- [Resource Guide for Students](#)
- [Resource Guide for Employees](#)

Academic Resources

ARC Services

The Academic Resource Center (ARC) offers both individual, one-on-one tutoring as well as group sessions in a variety of ways, in a variety of courses. You can log on to [WCOnline](#) to book an appointment with a Global Writing & Speaking Fellow or a Learning Assistant (LA). The Global Writing & Speaking Fellows conduct individual consultations on writing, speaking, reading, and academic skills coaching. LAs provide both individual and small-group tutoring support in over 30 STEM, Business, Economics, IMA/IMB, and Chinese Language classes. Visit shanghai.nyu.edu/arc for more information about ARC services.

Library Support

Library Services

The Library is available to support your research needs. They have access to over 27,000 print resources, 2,000 DVDs, and 1,000 databases (including over a million e-books, as well as streaming audio and video and image databases).

Librarians with expertise in your research topic are available to meet either *in person* or *online by appointment* or *by email* to help you navigate the research process. Our library team features experts in Business, Arts & Humanities, STEM, Social Sciences & Economics, and data tools & resources. Ask us how we can assist you in developing a research question and formulating a research strategy, to selecting databases, requesting materials, and citing your sources. Visit shanghai.nyu.edu/library for more information on:

- 24/7 access to e-books, e-journals, streaming media, and databases
- Booking one-on-one consultations for research help
- [Asking the Library](#) questions via chat or email

Electronic Reserves

Students can access course readings using their NYU credentials for courses they currently enrolled in at <https://ares.library.nyu.edu/>.

Interlibrary Loan Service

For materials not available to you immediately, you can request scanned copies of a book chapter or journal article through our [Interlibrary Loan \(ILL\) service](#). If you don't know which chapter you need, you can request a Table of Content through ILL.