Product Management: Transforming Opportunities into Great Products
XPRODMGT110

Course Syllabus

Course Description

Game-changing products come from all sorts of companies, and often reshape industries overnight. But what do these products have in common? They're all created and crafted by product managers who focus on the right problems, understand their audience, make smart decisions and prioritize features that excite their customers. In this course, you'll learn to master the product lifecycle framework so that you can manage a product from a smart problem definition to a winning go-to-market strategy.

You Will Learn To:
- Identify the right problems which can be turned into profitable, innovative solutions.
- Create a product roadmap to convey your vision and strategy.
- Prioritize and estimate features to ensure you're working on the correct things.
- Design world class solutions to complex problems.
- Combine top-tier academic product management models with real-life challenges.
- Exercise a product manager mindset to break into the field or advance your career.

Course Topics

➤ **Module 1 – Course Overview**
In this module you will meet your course instructors, Anand Subramani and Jiaona Zhang, introduced by Stanford faculty member, Mike Lepech. The instructors will introduce themselves as well as discuss the learning objectives for the course. You will also be able to download important course resources such as the syllabus and course slides.

Exercises: n/a
Knowledge Check: n/a

Instructors: Mike Lepech, Anand Subramani, Jiaona Zhang
Approximate video length in module: 15 minutes
Estimated time to complete all exercises in module: N/A
Estimated reading time: 10 minutes

➤ **Module 2 – Overview of the Product Lifecycle**
In this module you will learn about:
- Course Overview
- Principles and Responsibilities

Exercises:1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 14 minutes
Estimated time to complete all exercises in module: 20 minutes
Estimated reading time: 70 minutes

➤ **Module 3 – Understanding the Problem Space**
In this module you will learn about:
- Problem Space
- User Interviews

Exercises:1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 39 minutes
Estimated time to complete all exercises in module: 20 minutes
Estimated reading time: 50 minutes

➤ **Module 4 – Designing the Solution**
In this module you will learn about:
- Core Components of the User Design Process: Divergence
- Core Components of the User Design Process: Convergence

Exercises:1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 47 minutes
Estimated time to complete all exercises in module: 60 minutes
Estimated reading time: 60 minutes

➤ **Module 5 – Launching**
In this module you will learn about:
- The Purpose of a Launch
- Launch Readiness

Exercises:1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 26 minutes
Estimated time to complete all exercises in module: 50 minutes
Estimated reading time: 30 minutes

➤ **Module 6 – Distribution and Go-To-Market**
In this module you will learn about:
- Go-To-Market

- Product Economics

Exercises:1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 37 minutes
Estimated time to complete all exercises in module: 20 minutes
Estimated reading time: 60 minutes

➤ **Module 7 – Roadmaps**
In this module you will learn about:
- What is a Roadmap?
- Estimation and Prioritization

Exercises: 1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 33 minutes
Estimated time to complete all exercises in module: 20 minutes
Estimated reading time: 30 minutes

➤ **Module 8 – Build**
In this module you will learn about:
- Vision, Mission, and Strategy
- Metrics and How To Get Stuff Done

Exercises: 1
Knowledge Check: 1

Instructors: Anand Subramani, Jiaona Zhang
Approximate video length in module: 22 minutes
Estimated time to complete all exercises in module: 45 minutes
Estimated reading time: 30 minutes

➤ **Module 9 – Course Conclusion**
In this module you will learn about:
- Closing Remarks

Exercises: n/a
Knowledge Check: n/a

Instructors: Mike Lepech, Anand Subramani, and Jiaona Zhang
Approximate video length in module: 3 minutes
Estimated time to complete all exercises in module: n/a
Estimated reading time: n/a

Instructors

Anand Subramani
VP of Product Management at Pilot.com and Lecturer at Stanford University

Jiaona Zhang
VP of Product at Webflow and Lecturer at Stanford University

Mike Lepech
Faculty, Stanford University

Coursework

This course contains a combination of activities such as video, reading materials, written exercises and multiple choice questions. Your responses to the exercises will be kept within the learning platform. However, you will not have access to the responses you submitted after your course access has expired. If you would like to keep a copy for your records, please do so separately.

Course Requirements

All videos and learning activities must be completed in order to unlock the Final Exam.

Final Exam

The Final Exam consists of 20 randomized questions derived from a combination of the course lectures, pretest and knowledge checks. In order to pass the course and receive your digital Record of Completion, you must achieve a score of 85% or higher. You may take the exam more than once. After you achieve the passing score, your Record of Completion will be emailed to you within 3 business days.

As part of Stanford University, we take academic integrity very seriously. All forms of academic misconduct, including but not limited to: cheating, fabrication, plagiarism, or facilitating academic dishonesty, are grounds for participant discipline.

Course Materials

All course materials are provided within the course learning platform. These include videos, handouts and assignments.

This course features real-world examples to provide the learner with relevant examples of the concepts. Case studies and examples involving specific persons or companies do not imply any affiliation of those persons or companies with Stanford, nor do they imply Stanford's endorsement of those persons or companies or their actions.

The course learning platform is available for 60 days after the date of enrollment via your mystanfordconnection account.

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