

# Product Management DevC

## Course Overview

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### Summary

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**Course name:** Product Management

**Duration:** 10 weeks

**Hours:** 7:00 p.m - 9:00 p.m

**Learning Method:** Face-to-Face, Online Blended Activities

### Lecturer Contacts


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#### Monday | Wednesday Class



- **Lecturer Name:** Nguyen Long
- **Bio:** I'm professional in getting the job done perfectly on time!
- **LinkedIn:** Mr. Long Nguyen LinkedIn

# Tuesday | Thursday Class

Lecturer's profile picture

- **Lecturer Name:** Nguyen Thuy An
- **Bio:** All of my skills and services focus on building a tailor-made website. I create websites with the human touch. Proudly. Joyfully. Every single screen!
- **Profile:** An Nguyen Portfolio

## Course Description

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### Syllabus

| Week | Lecture  | Lab   | Assignment                                 |
|------|--|---|--|
| 1    | Introduction to Product Management Track                                   | Idea Brainstorming  | Project Selection                          |
| 2    | Demographic, Target Customers, Existing Problems and Alternative Solutions | Building Personas   | Personas Submission                        |
| 3    | Hierarchy of Needs, Re-draw Satisfaction vs Important Chart                | Integrating the case study with lecture learning objectives               | Satisfaction vs Important Chart Submission |
| 4    | Working backwards till Design  | Lean Canvas (Channel, Revenue Stream, Cost Structure, Customers Segments) | Working backwards till Design Submission   |
| 5    | Specify your MVP features with User Stories                                | Integrate the case study with the concepts from the lecture               | Specify MVP features with User Stories     |
| 6    | Measure, Iterate & Pivot   |   |  |
| 7    | Prototype  | How to draw Mockups and 8 UI Design Principles                            | Prototype Submission                       |
| 8    | Feedback Session   |   |  |
| 9    | Introduction to Javascript   | Basic Javascript Exercises  | Javascript Exercises Submission            |

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| Week | Lecture              | Lab | Assignment |
|------|----------------------|-----|------------|
| 10   | Number Guessing Game |     |            |