



PMAI Brochure

Course Learning Objectives

By the end of the course, learners will be able to:

- **Identify user problems and pain points** using structured research tools like interviews, empathy maps, and teardown analysis.
- **Create and validate MVPs and value propositions** that address real user needs effectively.
- **Collaborate with cross-functional teams** across design, engineering, and data functions using tools like Figma, Jira, and analytics dashboards.
- **Design, build, and optimize AI-powered features and agents**, understanding ethical and practical considerations.
- **Develop and implement business strategies**, including monetization, growth, and go-to-market plans.
- **Communicate product strategy and vision** clearly to stakeholders, enabling organizational alignment.
- **Lead with a high-performance mindset**, making fast, confident decisions in complex and ambiguous scenarios.

Module 1 (Week 1 - 4) : Foundation in Product Management

Customer Insight & The High Performance Mindset focuses on foundational user research, problem statements, MVPs, and a high-performance mindset, using case studies like Netflix for decision-making and Dropbox for MVPs.

The first four weeks lay the groundwork for product management, covering essential topics like the PM role, user research, value propositions, and roadmapping. These sessions include both theoretical lectures and practical workshops, with case studies from global companies to illustrate key concepts.

Module 2 (Week 5 - 8) : Advance Product Management

Advanced Product Management Skills covers design, agile processes, technical foundations, and stakeholder alignment, with case studies like Airbnb and Boeing. These weeks dive into advanced PM skills, including UX/UI design, agile methodologies, stakeholder management, analytics, monetization, growth, and go-to-market strategies. Each week combines academic theory with practical workshops using tools like Figma, Jira, and Amplitude/Mixpanel, and includes global case studies like Spotify for data-driven decisions.

Module 3 (Week 9 - Week 12) : Business Strategy and Growth

Business Strategy and Growth focuses on monetization, growth strategies, and GTM, using examples like Slack, Twitter, and Apple.

Module 4 (Week 13 - Week 16) : AI Fundamentals and Applications in PM

AI Fundamentals and Applications in PM introduces AI basics, tools, and hackathons, with case studies like OpenAI and Tesla.

Module 5 (Week 17 - Week 20) : Agentic AI and Ethical Considerations






Agentic AI and Ethical Considerations covers building AI agents, optimization, and ethics, with examples like Zendesk and financial institutions.

Module 6 (Week 21 – Week 24) : Capstone Projects

These weeks are dedicated to capstone projects, where learners apply their skills to build and present an AI-driven product, guided by both academic and industry mentors.

Final Outcomes

Upon completion of the course, learners will walk away with:

-  A working prototype or mockup of an AI-powered product.
-  A GTM and growth playbook rooted in real-world strategy.
-  Practical experience with decision-making, user research, and iterative design.
-  Confidence and skills to lead cross-functional product teams.
-  A mindset tuned for speed, clarity, user empathy, and continuous learning.