



# **UNIVERSIDAD COMPLUTENSE DE MADRID**

## **Universidades Norteamericanas Reunidas**

### **Brief Course Description**

#### ***Product Management***

Product Management is an introductory course on how a business strategy is developed into viable product, by analyzing all the steps of a product's lifecycle: development, positioning, pricing, consumers and market rollout. Research, strategy, operations, sustainability, finance, marketing, and technology are all part of this practical and interdisciplinary course.

Employing hands-on learning, the course will help the students to navigate through critical concepts and tools such as Design Thinking, Lean Product Design and Minimally Viable Products, Disruptive and Radical Innovation Models, Crossing the Chasm for New products, Digital markets, Reverse Engineering or Business Model Canvas.