UNIVERSIDAD COMPLUTENSE DE MADRID

UNIVERSIDADES NORTEAMERICANAS REUNIDAS

SUBJECT
SUBJECT TITLE: PRODUCT MANAGEMENT
QUARTER AND ACADEMIC YEAR: 2ND QUARTER - 3-4 YEAR
SCHEDULE:
PREREQUISITES: Open Mind and Willingness to share ideas and points of view with classmates, professor and professionals that may come to class
COMPETENCES- OBJECTIVES (BRIEF DESCRIPTION): Students in this course will learn to: **1.** Define the best product strategy that fits into organizational goals (for both profit and non-profit organizations) **2.** Maximize value proposition through an effective design process of goods or services (digital and non-digital) that fosters innovation and creativity. **3.** To transform strategy and design into a product launch that will really make the difference in the market.

TEACHER
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OFFICE: 212 – PABELLÓN DE TERCERO – FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES
TUTORING HOURS: THURSDAY AND FRIDAY 9:30-11

COURSE SCHEDULE, TOPICS, LECTURES AND TASKS ASSIGNED

Day	Date	Topic	Lectures	Tasks Assigned
PRODUCT STRATEGY				
1	2/3	Why should I learn about Product Management	What Is Product Management? Career Options To Consider. Forbes. What it takes to become a great product manager. Harvard Business Review.	Preparing Reading Is Google Xerox
2	2/4	Creating Value	Is Google Xerox?	
3	2/10	Capturing Value		
4	2/11	Cost Based Product	Secret Tesla Master Plan	Preparing Reading

		Strategies		Apple Ipod: Product Lifecycle
5	2/17	Differentiation Based Product Strategies	Apple Ipod: Product Lifecycle	Preparing Reading Inditex Zara Fast Fashion
6	2/18	Response Based Product Strategies	Inditex Zara Fast Fashion	
7	2/24	Differences between Goods and Services in Product Management		Preparing Business Model Canvas Reading
8	2/25	Activity Mapping for your Product		Preparing Product Lifecycle Reading
9	3/3	Business Model Canvas for your Product	Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers* (Vol. 1). John Wiley & Sons.	
10	3/4	Product Lifecycle	5 Stages & Tips for Product Lifecycle Management	Preparing Incremental vs Radical Design Reading
PRODUCT DESIGN				
11	3/10	Product Design Process		Preparing Disruptive innovation Reading
12	3/11	Product Innovation	Norman, D. A., & Verganti, R. (2014). Incremental and radical innovation: Design research vs. technology and meaning change. *Design issues*, *30*(1), 78-96.	
13	3/17	Product Innovation	Clayton M. Christensen, Michael E. Raynor and Rory McDonald (2015).What Is Disruptive Innovation? Harvard Business Review	
14	**3/18**	**Midterm Exam**		
15	3/24	Product Value Analysis		
16	3/25	Design Thinking	Shopping Cart Challenge. Deep Dive. ABC News.	
17	3/31	Design Thinking		
18	4/1	Reverse Engineering		Preparing Process Design

				Reading
19	4/7	Reverse Engineering		
20	4/8	Process Design	Getting to Know Product-Process Matrix	
21	4/22	Services Design		Prepare Product Launch Readings
PRODUCT LAUNCH				
22	4/28	Go to Market Plan	https://amplitude.com/blog/product-north-star-metric	
23	5/5	Pricing	https://maven.com/articles/product-pricing-strategy	
24	5/6	Marketing Plan	Crossing the Chasm	
25	5/12	Quality and Procurement	The playbook for AI-enhanced product management	
26	5/13	Data Analysis & Sales Plan		
27	5/19	**Final Exam**		

TEACHING METHODOLOGY

I believe in progressive, practical and dynamic teaching that addresses all of those needs and prepares the student for tomorrow's real world. I really want to avoid long professor presentations or "death by power-point". From the case method, to coaching and projects, to experiential learning and simulations, teaching methodologies in this course engage participants in **dynamic discussions** about real-life business challenges. On their own, with a peer or in teams, participants are invited to reflect on these challenges and extract insights to apply to their future career.

SUBJECT OBJECTIVES

Product management is the art of ensuring products are the best they can be. A Product Manager oversees a product's development, design, marketing, and success, including physical products, software applications, and other digital products. In this course students will start to experience the skills successful Product Managers will need in the future, a combination of strategic thinking, creativity, market orientation and management of orchestrated chaos. This combination of highly-sought after skills provides students with training beyond product management and a flexible job path. At the end of the course, students will be no Product Management experts. That would require further study and lot of "flying hours" as product managers. However, what students should expect from this course is to develop a specific mindset so that they are able to connect the dots in the challenges and problems of the real world of "product management". This mindset will be extremely useful in future professional careers even if they are not oriented towards product management. Lectures are focused on providing also a multicultural experience so students will learn to understand the different competitive frameworks of product management in Spain, the US, Europe, Latinamerica or Asia.

EVALUATION AND QUALIFICATION CRITERIA

PARTIAL EXAM: 25 %

FINAL EXAM:	25 %
WRITTEN WORK OR PRESENTATIONS:	30 %
OTHERS:	0 %
CLASS PARTICIPATION:	20 %

ATTENDANCE: It is mandatory. It is mandatory. From the second absence without justification, a point will be lowered in the Spanish grading system (for example, an 8 will drop to a 7). In the case of the Spanish Cinema class, missing one class will be equivalent to two absences.
Likewise, lateness will also be penalized, more than 15 minutes late will be equivalent to an absence. Excused absences are considered those documented by the appropriate physician or program director.

ACADEMIC INTEGRITY: Plagiarism, the use of materials not permitted in exams and tests, copying answers from another classmate, falsification or misappropriation of information for assignments, submission of the same assignment or sections of it in more than one course, helping a student who is cheating, etc. The penalty will be left to the discretion of the subject professor and the student's Program Director, in accordance with their campus policies and procedures.

GUIDE AND INDICATIONS FOR WRITTEN WORK

Groupwork: Around the third week of classes, students will be placed in small groups and assigned a real project with a firm and a presentation date (over the last weeks of the course).
The group will be expected to lead the class discussion on the product as well as facilitate an activity to highlight the topic at hand.
The group is expected to provide a handout for the discussion highlighting key points, definitions and resources from your assigned project.
Individual grades will be based on five areas: Creativity, Content, Teamwork, Interactive Elements, Duration.
Working effectively as a team and creatively solving the assigned challenge are the focus of the written work.
Likewise, it will have special relevance that the group reflects what he/she has learned during the project, with special attention to highlight both the connections and interdependencies between different topics discussed in the course and the missing points not discussed in the course but required to solve the challenge.

MANDATORY BIBLIOGRAPHY AND OTHER RESOURCES

What Is Product Management? Career Options To Consider	https://www.forbes.com/advisor/education/business-and-marketing/what-is-product-management/
What It Takes to Become a Great Product Manager	https://hbr.org/2017/12/what-it-takes-to-become-a-great-product-manager

Is Google Xerox?	https://chadharvey.com/2023/02/15/is-google-xerox/
Crofton, S., & Dopico, L. (2007). Zara-Inditex and the growth of fast fashion. *Essays in Economic & Business History*, *25*, 41-54.	file:///C:/Users/fsandulli/Downloads/dgiedeman,+216-845-1-PB-2.pdf
The Secret Tesla Motors Master Plan (just between you and me)	https://www.tesla.com/secret-master-plan
Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers* (Vol. 1). John Wiley & Sons	https://daniels.du.edu/assets/Business-Model-Generation-Summary.pdf
5 Stages & Tips for Product Lifecycle Management	https://announcekit.app/blog/what-is-product-lifecycle-management/
Norman, D. A., & Verganti, R. (2014). Incremental and radical innovation: Design research vs. technology and meaning change. *Design*	https://www.verganti.com/wp-content/uploads/2017/01/NormanVerganti.pdf

issues, *30*(1), 78-96.	
Clayton M. Christensen, Michael E. Raynor and Rory McDonald (2015).What Is Disruptive Innovation? Harvard Business Review	https://hbr.org/2015/12/what-is-disruptive-innovation
Shopping Cart Challenge. Deep Dive. ABC News.	https://www.youtube.com/watch?v=izjhx17NuSE
Getting to Know Product-Process Matrix	https://www.productplan.com/glossary/product-process-matrix/
Product-Process Matrix	https://www.productplan.com/glossary/product-process-matrix/
Pricing your Product	https://maven.com/articles/product-pricing-strategy
North Star Metric	https://amplitude.com/blog/product-north-star-metric
Crossing the Chasm	https://ewthoff.home.xs4all.nl/Weppage%20documents/Summary%20Crossing%20the%20Chasm.pdf
The playbook for AI-enhanced product management	https://go.pendo.io/rs/185-LQW-370/images/pendo-ebook-playbook_for_ai_enhanced_product_management.pdf?utm_resource=pdfdownload