

# Course Catalog

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[productschool.com](https://productschool.com)

548 Market Street, PMB 22502, San Francisco, CA 94104 | (415) 938-3858

# Course Catalog

## About us

Product School is an education company that offers online Product Management training.

Our instructors are professionals with over 3 years of real-world product management experience working at renowned tech Companies like Google and LinkedIn, and other technology startups. Our students range from aspiring Product Managers and Product Marketers to professionals with over 3 years of experience in technology, business or design roles.

All our training is compatible with a regular work schedule and our online course format offers flexibility to students in multiple time zones.

This is not your traditional lecture class. Expect a healthy mix of group work and hands-on experience building your own digital product from end to end.

## Mission and Objectives

### Institutional Mission Statement

Product School's mission is to lower education barriers and provide students with the tools and skills necessary for success in Product Management and the Tech industry.

### Course Offered

Product School offers the following courses:

- Product Manager Certification
- Product Leader Certification
- Product Marketing Manager Certification
- Artificial Intelligence for Product Certification

## Course Objectives

### Product Manager Certification

At the completion of this course, students will have:

- Understand how to comfortably work with engineers, designers, and business professionals
- Understand frameworks, tools, and processes used by product managers, including research, a/b testing, prototyping, user testing, and requirement definition

### **Product Leader Certification**

At the completion of this course, students will:

- Develop and communicate a product strategy
- Lead, coach, and evaluate a product team
- Analyze and make decisions based on product financials
- Generate insights from qualitative and quantitative analysis

### **Product Marketing Manager Certification**

At the completion of this course, students will have:

- Learn key Go-to-Market strategy principles to align teams with a shared vision and language.
- Inform product & marketing decisions with market insights and competitive intelligence.
- Position products by articulating the unique context of your products and clearly define target personas.
- Craft compelling product messaging that resonates with diverse customer segments across all channels.
- Develop pricing and packaging strategies in collaboration with revenue teams.
- Get buy-in from executives by presenting a comprehensive Go-to-market strategy.

### **Artificial Intelligence for Product Certification**

At the completion of this course, students will:

- Understand how Generative AI models work and learn how recent advancements in AI are changing software. It's the "mobile revolution" of 2024.
- Learn how managing AI products differs from typical software development products, and how to create an AI Product Strategy to apply advanced technologies to drive business results.
- Learn how to effectively experiment with and measure AI-powered products in a non-deterministic world.
- Gain hands-on experiences through building AI-powered functionality to understand how these technologies work, their strengths and weaknesses, best practices for user experiences.
- Understand the risks and challenges a Product Manager needs to keep their users and businesses safe in this new era.
- Learn how to craft user experiences of non-deterministic products and build trust.

Product School does not represent that the educational objective of the Product Marketing Manager or Artificial Intelligence for Product Certification programs lead to employment or a career or prepares students with the skills and knowledge necessary to satisfy the qualifications for licensure in a specified career, occupation, vocation, job, or job title.

## **Facility**

The main campus consists of office space. The mailing address is 548 Market Street, PMB 22502, San Francisco, CA 94104.

Classes are taught via distance education. Coursework is completed at a location determined by the student.

## Minimum Equipment Recommendations

Students are required to provide their own computers. Product School, therefore, requires that students and users have the equipment and/or peripherals which can be reasonably expected to adequately function with the Product School Service in the following areas: operating system, web camera and microphone, internet access, and web browsers. Students will be notified of the specific software applications required for the program in which they are enrolled prior to the first class session, or as the sessions progress, as required.

All Distance Education Programs require the student to have a standard computer with internet access, as well as specific software applications that are available for free on the Internet.

The browser version of the LMS only supports Android tablets with an 8" screen or larger and Apple iPads of all sizes. For optimal usage of the platform, we recommend the use of the Go.Learn mobile app, which supports any screen size and older devices.

## Holidays

Product School is closed on the following federal holidays: New Year's Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Product School may choose to reschedule class at its discretion with advance notice to students. Opportunities to make up any material missed will be provided.

## Hours of Operation

### Class Hours

Monday-Friday 8:00 am – 9:00 pm PST

Saturday 8:00 am – 3:00 pm PST

### Administrative Office Hours

Monday – Friday 9:00 am – 5:00 pm PST

## Course Descriptions and Objectives

### Product Manager Certification

The Product Manager Certification is a 6-week part-time or 1-week full-time course that is suited for aspiring Product Managers from any professional background. Learn how to build digital products from end to end, lead cross-functional teams, bulletproof your resume and prepare for interviews.

This program consists of 30 clock hours (one clock hour is defined as 50 minutes of instruction). At least 85% attendance of total course hours are required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	30	Live Instruction Out of Class Work (approximately 35 hours and 30 minutes)	6 weeks or 1 week

At the completion of this course, students will have:

- Understand how to comfortably work with engineers, designers, and business professionals.
- Understand frameworks, tools, and processes used by product managers including research, a/b testing, prototyping, user testing, and requirement definition.

### Student Assessment

Students will be assessed based upon their weekly activities, final projects as well as training progress and comprehension. Students will receive a final grade of PASS/FAIL. Product School will provide a response to submitted materials within 10 days of receipt.

### Course Completion Requirements

In order to complete the training, students must attend at least 85% of the total cohort hours, complete all activities, final project, final survey and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Product Leader Certification

Product School's Product Leadership Certification is a 6-week part-time or 1-week full-time course program for experienced Product Managers looking to advance into a more strategic leadership role. This advanced certification is not for everyone. If you have experience in a Product Management role and want to take your career to the next level, then this training will give you the skills, confidence, and direction. Through hands-on work, practical exercises, and case studies, you'll dive deeper into how you can implement PM best practices at the strategic level to impact your company's portfolio and outcomes significantly.

This program consists of 30 clock hours (one clock hour is defined as 50 minutes of instruction). At least 85% attendance of total course hours are required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	30 clock hours	Live Instruction Out of Class Work (approximately 6 hours)	6 weeks or 1 week

At the completion of this course, students will:

- Develop and communicate a product strategy
- Lead, coach, and evaluate a product team
- Analyze and make decisions based on product financials
- Generate insights from qualitative and quantitative analysis

### Student Assessment

Students will be assessed based upon their weekly activities, final projects as well as training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### Course Completion Requirements

In order to complete the training, students must attend at least 85% of the total cohort hours, complete all activities, final project, final survey and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Product Marketing Manager Certification

Product School's Product Marketing Manager Certification is a 3-week part-time course for aspiring Product Marketing Managers with 2-3 years of professional experience and current Product Managers. Learn how to bring your products to market successfully by crafting your own Go-to-Market strategy.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours are required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction Out of Class Work (approximately 4.5 hours)	3 weeks

At the completion of this course, students will:

- Learn key Go-to-Market strategy principles to align teams with a shared vision and language.
- Inform product & marketing decisions with market insights and competitive intelligence.
- Position products by articulating the unique context of your products and clearly define target personas.
- Craft compelling product messaging that resonates with diverse customer segments across all channels.
- Develop pricing and packaging strategies in collaboration with revenue teams.
- Get buy-in from executives by presenting a comprehensive Go-to-market strategy.

### Student Assessment

Students will be assessed based upon their weekly activities, final projects as well as training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### Course Completion Requirements

In order to complete the training, students must attend at least 80% of the total cohort hours, complete all activities, final project, final survey and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Artificial Intelligence for Product Certification

Product School's Artificial Intelligence for Product Certification is a 3-week part-time program for Product Managers with 2-3 years of professional experience. Learn how to help leverage AI for product management framework to generate ideas and identify potential opportunities for AI products.

This program consists of 15 clock hours (one clock hour is defined as 50 minutes of instruction). At least 80% attendance of total course hours are required for completion.

Program Type	Total Hours	Style	Number of Weeks
Synchronous (Part-Time)	15 clock hours	Live Instruction	3 weeks

At the completion of this course, students will:

- Understand how Generative AI models work, and learn how recent advancements in AI are changing software. It's the "mobile revolution" of 2024.
- Learn how managing AI products differs from typical software development products, and how to create an AI Product Strategy to apply advanced technologies to drive business results.
- Learn how to effectively experiment with and measure AI-powered products in a non-deterministic world.
- Gain hands-on experiences through building AI-powered functionality to understand how these technologies work, their strengths and weaknesses, best practices for user experiences.
- Understand the risks and challenges a Product Manager needs to keep their users and businesses safe in this new era.
- Learn how to craft user experiences of non-deterministic products and build trust.

### Student Assessment

Students will be assessed based upon their weekly activities, final projects as well as training progress and comprehension. Students will receive a final grade of PASS/FAIL.

### Course Completion Requirements

In order to complete the training, students must attend at least 80% of the total cohort hours, complete all activities, final project, final survey and receive a final grade of PASS. Students with outstanding balances will not be eligible for course completion.

## Admissions Policies and Procedures

Admission to any Product School program requires all applicants to be at least 18 years of age or older on or before the start of the cohort. Applicants must complete the admissions application and select the desired program. Based on all programs being taught at a distance, successful completion of the online application process demonstrates readiness for a distance education program. Program requirements must also be met for acceptance into the program.

## Program Requirements

Program Name	Admissions Requirement
Product Manager Certification	No previous experience with Product Management
Product Leader Certification	Prospective student is currently employed in the field of product management. Titles can include: associate product manager, product manager, senior product manager, group product manager, director of product management or similar. Prospective student is seeking a promotion in their product management career, including become a people leader.
Product Marketing Manager Certification	No previous experience with Product Marketing
Artificial Intelligence for Product Certification	Prospective student is currently employed in the field of product management. Titles can include: associate product manager, product manager, senior product manager, group product manager, director of product management or similar. Prospective student is seeking a promotion in their product management career, including becoming a people leader.

## Admissions Procedures

Product School offers two different options for prospective students to apply for a program.

Indirect Enrollment:

- Applicant selects program, program start date, and completes program application
- Complete telephone interview with the Admissions Team to discuss applicant's prior work experience and goals, and determine ability to do coursework at a distance.
- Based on the interview, the Admissions Team will determine if the chosen program is suitable for applicant based on applicant's experience and goals

Telephone interviews conducted by the Admissions Team are not required, but are highly recommended to ensure the applicant's chosen program fits the applicants goals and prior work experience.

Direct Enrollment:

- Applicant selects program, program start date, and completes program application
- Once application is submitted, the Student Success Team will review submission and applicant's prior work experience
- The Student Success Team will contact applicant within 48 hours during administrative office hours
- Based on the review, the Student Success Team will determine if the chosen program is suitable for the applicant based on the applicant's experience and goals, and determine the ability to do coursework at a distance.

## Admissions Deadline

For all part-time evening and weekend courses, the admissions deadline is one (1) week before the first meeting of the course. Product School reserves the right to make exceptions and admit students to a given course after the



admissions deadline has passed under special circumstances. Due to the short nature of the courses, students will not be admitted to a cohort after it has begun.

## **Transfer of Credit**

Product School courses are not credit-bearing. Product School does not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at Product School are unlikely to count as transfer credit at another institution. Product School does not give or evaluate experiential learning credit.

## **Notice Concerning Transferability of Credits and Credentials Earned at Our Institution**

The transferability of credits you earn at Product School is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the \_\_\_\_\_ certification you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certification that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Product School to determine if your certification will transfer.

This institution has not entered into an articulation or transfer agreement with any other institution.

## **International Students and Language Services**

Product School does not provide any visa services nor vouches for student status. Fluency in English is required; Product School does not provide any language instruction. All instruction takes place in English. TOEFL and other language-related documentation is not accepted.

English language proficiency for the purposes of attending Product School is determined through the admissions process. The admissions process and interviews with the Admissions Team or Student Success Team is designed to reflect the level of communication required to succeed in the course. Applicants who succeed in the application process possess sufficient English language capacity to succeed at Product School and as a Product Manager or Product Marketing Manager.

## **Academic Policies**

### **Hours**

Academic credit is measured in clock hours. One (1) clock hour is defined as a fifty (50) minute period of instruction.

## Make-up Class Policy

Product School understands that it may be necessary to make up for a class, and allows each student to make-up missed classes via video recordings, up to a maximum of one (1) weekend or two (2) weeknight classes. Please note that Product School is not obligated to accommodate every request.

## Code of Conduct

All students are expected to conduct themselves in a manner that supports and promotes the educational mission of the Product School. Integrity, respect for one another, and a commitment to intellectual and personal growth in a diverse population are values deemed fundamental to the Product School community.

Product School acknowledges that bias-based conduct can threaten the mental health and safety of students and the community. Therefore, evidence that the student's conduct was motivated by bias regarding an individual or group's real or perceived race, color, creed, religion, sex, gender, national origin, citizenship, ethnicity, marital status, age, disability, sexual orientation, gender identity and gender expression, reproductive health decisions and/or veteran status may result in dismissal of the student.

## Probation

Product School does not provide a probation option. If a student is not making satisfactory progress as determined by the Student Assessment procedures described in the Course Description, the student may be withdrawn from the program.

## Attendance

Product Manager Certification and Product Leader Certification have 30 hours of instruction. Students are required to attend at least 85% of total cohort hours to be eligible to complete the course. Students are encouraged to attend each class. If a student fails to attend 4.5h of class out of 30 total hours of instruction and does not make up for the missed work, the student may be administratively withdrawn from the course.

Artificial Intelligence for Product Certification and Product Marketing Manager Certification have 15 hours of instruction. Students are required to attend at least 80% of total cohort hours to be eligible to complete the course. Students are encouraged to attend each class. If a student fails to attend 2.5h of class out of 15 total hours of instruction and does not make up for the missed work, the student may be administratively withdrawn from the course.

## Leaves of Absence/ Paused Policy and Request

A Leave of Absence or Pause (LOA) is a temporary interruption in a student's program of study. LOA refers to the specific time period during an ongoing program when a student is not in academic attendance. Product School may allow one LOA for 2 months from the requested day at its discretion. Students must request a Leave of Absence in advance unless unforeseen circumstances prevent the student from doing so, and that:

- The request must be in writing and sent to [students@productschool.com](mailto:students@productschool.com); and
- The request must include the student's reason for the LOA

The reasons for which a leave of absence may be approved include:

- Personal and/or family medical issues;
- Death in the family;

- Vacation; or
- Other mitigating circumstances.

The Product School may grant an LOA to a student who did not provide the request before the LOA due to unforeseen circumstances if:

- The Product School documents the reason for its decision;
- The Product School collects the request from the student at a later date; and
- The Product School established the start date of the approved LOA as the first date the student was unable to attend.

If approved, the official Leave of Absence / Pause will extend the contract period by the same number of days designated in the leave document or used by the student. The student is not eligible for services from Product School during the period of the LOA, except for transcript request(s). The student will resume the program on the scheduled date of return. No additional charges will be assessed as a result of an LOA. A student granted an LOA in accordance with this policy is not considered to have withdrawn, and no refund calculation is required at this time.

The Leave of Absence / Pause may not exceed 2 months for the current program enrolled in unless an extended period is agreed to due to unforeseen circumstance(s) and approved by Product School.

A student will be withdrawn if the student takes an unapproved LOA or does not return by the expiration of an approved LOA, and the student's withdrawal date will be the student's last date of attendance. A withdrawn student may apply for re-entry and if accepted for enrollment, will be subject to the full program cost published at the time of re-enrollment.

## Completion

After successfully completing the program, a certification of completion in the form of a Transcript of Study is issued within 30 calendar days to each student who has successfully completed a Product School course and paid in full

## Standards of Progress and Student Achievement

Product School measures student progress carefully through weekly activities and a final project. Students will receive live feedback from instructors based on student progress and comprehension. Projects are reviewed on a completion basis. To complete Product School's trainings for the Product Manager Certification and the Product Leader Certification, students must attend at least 85% of the total course hours, submit all required assignments, and complete the final cohort survey. As for the Artificial Intelligence for Product Certification and Product Marketing Manager Certification, students must attend at least 80% of the total course hours, submit all required assignments, and complete the final cohort survey. Students will receive a final grade of PASS/FAIL:

P PASS. Has satisfactorily met all minimum program requirements

F FAIL. Has not satisfactorily met all minimum program requirements

If the student has not completed the coursework and earned a grade at the end of the course, the instructor may issue the following grade:

W WITHDRAW. The student may withdraw from any course before the end of the cohort. At the end of the term, the instructor may withdraw the student from the course and issue a W when the instructor believes the student's progress is insufficient to warrant an extension. A student who withdraws or is administratively withdrawn must retake the course and is responsible for a new tuition payment for that course of study.

## Student Rights

Students have the right to equal opportunity education and non-discrimination based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation or other categories protected by law of the states in which we operate.

1. Students have the right to view their own academic records.
2. Students have the right to cancel or withdraw from their course, per Product School's Cancellation, Withdrawal and Refund Policy.
3. Students have the right to file a grievance, per Product School's Grievance Procedure

## Student Services

### Housing

Product School neither offers any dormitory housing nor student housing assistance. Product School does not assume any responsibility for student housing. According to rentals.com for San Francisco, CA, rental properties start at approximately \$1,250.00 per month.

## **Library**

Product School maintains a regularly updated collection of additional resources and materials to which all students who are enrolled in courses at Product School receive access. These materials are available in the institution's learning management system, which all students receive access to upon enrollment. Materials are available 24 hours a day and accessible with an internet connection. Students are required to obtain their own internet access.

## **Careers & Job Placement Assistance**

Product School does not offer Career Services or job placement services to students or alumni. Programs fall under Standard Occupational Code: 13-1082.00, Product Management Specialists.

## **Student Records**

Student records for all students are kept for five years. Transcripts are kept permanently. Student transcripts and all records are maintained electronically. Product School takes reasonable precautions to protect the privacy of personal student information.

## **Grievance Procedures**

### **Internal Grievance Procedure**

Persons seeking to resolve problems or complaints should contact the Student Success Team for any ethics issues or grievances about classes, students, instructors, staff members, or situations. Any contact/discussion with the Student Success Manager is completely confidential, and every effort will be made by Product School to resolve students' grievances swiftly and fairly.

### **External Grievance Procedure**

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling the toll-free phone number at 888-370-7589, or by completing a complaint form, which can be obtained on the Bureau's Internet Web Site: [www.bppe.ca.gov](http://www.bppe.ca.gov).

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834 or P.O. Box 980818, West Sacramento, CA 95798-0818. Website address: [www.bppe.ca.gov](http://www.bppe.ca.gov). Telephone: (888) 370-7589 or (916) 574-8900. Fax: (916) 263-1897.

## Cancellation, Withdrawal, Dismissal and Refund Policy

### Student's Right to Cancel

The Student has the right to cancel the enrollment agreement, without any penalty or obligation, through attendance at the first class session or seven calendar days after enrollment whichever comes later. Cancellation is effective when the student provides a written notice of cancellation to the Student Success Team at [students@productschool.com](mailto:students@productschool.com). The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement. If the Enrollment Agreement is cancelled the school will refund the student any money paid, less the \$250 non-refundable registration, within 30 calendar days after the notice of cancellation is received.

### Withdrawal

Students may withdraw from the school at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below. For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

**Student-Initiated Withdrawal:** The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The notification is effective when Product School receives notice, or the date the notice is mailed, whichever is sooner.

**Administrative Withdrawal:** The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School. If the student has failed to attend or make up 12 clock hours of instruction, the student will be administratively withdrawn effective as of the 12th hour missed.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another Product School course following approval by the Student Success Team.

### Dismissal

Product School reserves the right to terminate a Student's training at any point and remit a pro-rata refund in accordance with the Refund Policy stated below.

### Reschedule Policy

A student may request to reschedule their cohort start date to another cohort start date if space is available in the requested cohort. A non-refundable, after cancellation period, reschedule fee of \$300 USD will be assessed for any cohort that gets rescheduled without at least 30 calendar days prior notice. If a cohort reschedule is requested more than 30 calendar days in advance, no fee will be assessed.

### Bundle Pre-Payment Policy

Student has entered into a course bundle, in which the student receives a discount by committing to two or more courses and enrolling in all courses within one calendar year.

When Student selects the cohort of their choice, a separate enrollment agreement for that course is executed and added to the student file. Funds from their pre-paid total will be debited against the full cost of the course, represented by the executed enrollment agreement. This process will be repeated until the final course. Upon which enrollment agreement, Student's discount for all courses will be reflected.

Due to the flexibility offered to bundle students to enroll in courses within 1 calendar year of their first course, a student entering into a bundle course package agrees that Product School has the discretion to calculate refunds for any cancellation or disenrollment in a way that will both compensate Product School for the value provided as well as to be fair and equitable to the student.

## **Late Fee**

If a student holds an outstanding balance after the course end date, a one-time \$75 USD late fee will be applied, as well as a 1.5% interest charge on the total due will be applied each month thereafter.

## **Refund Policy**

All refunds will be paid within 30 calendar days of withdrawal. Refunds will be less a \$250 registration fee. If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if applicable, to the state or federal agency that guaranteed or reinsured the loan. Product School does not participate in federal or state financial aid programs. If student withdraws, the student will receive a pro-rata refund if they have completed 60% or less of the course through the last day of attendance. The students will be responsible for 100% of the tuition for the course if you complete more than 60% of the course has been completed, even if the student does not complete the entire course. A pro-rata refund pursuant to the Code shall be no less than the total amount owed by the student for the portion of the educational program provided subtracted from the amount paid by the student. For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the hourly charge for the course (total institutional charge, minus non-refundable fees, divided by the number of hours in the course), multiplied by the number of hours scheduled to attend, prior to withdrawal.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan. If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds.

If a student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student defaults on a federal or state loan, both of the following may occur: (1) The federal or state government or a loan guarantee agency may take action against the student, including garnishing an income tax refund; and (2) The student may not be eligible for any other government financial assistance at another institution until the loan is repaid.

## Tuition Fees

Product School offers various tuition credits for students in certain areas and engaging in certain payment plans. Unless otherwise agreed to in a private lending agreement and as approved by Product School, students must issue payment for 100% of the total tuition by the due date.

Course	Registration Fee (non-refundable)	STUDENT TUITION RECOVERY FUND STRF (nonrefundable) \$2.50 for every \$1,000 rounded to the nearest \$1,000 of institutional charges. <i>Applicable to California Resident While Enrolled.</i>  <i>Not applicable to the Artificial Intelligence for Product Certification program and Product Marketing Manager Certification program.</i>	Tuition	*Total Cost
Product Manager Certification	\$250.00	\$15.00	\$5,559.00	\$5,824.00
Product Leader Certification	\$250.00	\$15.00	\$5,559.00	\$5,824.00
Product Marketing Manager Certification	\$250.00	\$0	\$3,159.00	\$3,409.00
Artificial Intelligence for Product Certification	\$250.00	\$0	\$3,159.00	\$3,409.00

### Product Manager Certification

\*Total Charges for Current Period Of Attendance

\*Estimated Total Charges for The Entire Educational Program

### Product Leader Certification

\*Total Charges for Current Period Of Attendance

\*Estimated Total Charges for The Entire Educational Program

### Product Marketing Manager Certification

\*Total Charges for Current Period Of Attendance

\*Estimated Total Charges for The Entire Educational Program

### Artificial Intelligence for Product Certification

\*Total Charges for Current Period Of Attendance

\*Estimated Total Charges for The Entire Educational Program



## Student Tuition Recovery Fund

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition. You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 North Market Blvd., Suite 225, Sacramento, CA 95834, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary awards by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and has an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed

a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

## Approval

This institution is a private institution approved to operate by the California Bureau for Private Postsecondary Education. (BPPE) Approval to operate means the institution is compliant with minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of title 5 of the California code of Regulations.

This catalog includes programs that are approved by the California Bureau for Private Postsecondary Education and subject to the California Private Postsecondary Education Act of 2009 and others that are not. Certain rights and protections outlined in this catalog, including but not limited to student refund rights, cancellation rights, and Student Tuition Recovery Fund (STRF) eligibility, apply only to the following state approved programs:

- Product Leader Certification
- Product Manager Certification
- Product Marketing Manager Certification
- Artificial Intelligence for Product Certification

## Financial Assistance And Student Loans

Product School is not accredited by an accrediting agency recognized by the United States Department of Education.

The school does not participate in either State or Federal financial aid programs, nor does it provide financial aid directly to its students. A student enrolled in an unaccredited institution is not eligible for federal financial aid programs. No financial aid is offered.

If a student obtains a loan to pay for Product School, the student will have to repay the full amount of the loan plus interest, less the amount of any refund. If a student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

This institution has not had a pending petition in bankruptcy, is not operating as a debtor in possession and has not filed a bankruptcy petition within the preceding five years nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under chapter 11 of the United States Bankruptcy Code.

## State of California Assistance

The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights, and navigating available services and relief options. The office may be reached by calling (888) 3707589, option #5, or by visiting [osar.bppe.ca.gov](https://osar.bppe.ca.gov).

## Faculty

The instructors at Product School are professionals in the industry with at least 3 years of experience in their field. New Instructors are always being brought in to provide instruction. Please see the most current addenda to this catalog for a list of current faculty members.

## Course Catalog Addenda for Faculty

The most recently dated exhibit is to be considered current. A comprehensive list of instructor profiles and biographies can be found at <https://productschool.com/instructor/>.

The catalog faculty addenda is updated annually.

### EXHIBIT A: Current Faculty

<b>Adithya Palacode Krishnamurthy</b>	Adithya Palacode Krishnamurthy is a Senior Product Manager who has been building products at Zalando for almost two years. He previously worked as a PM at HappyFox, specifically on their helpdesk product. Before that, he was a Catalog Lead at Amazon.
<b>Ahmed Nizami</b>	Ahmed Nizami is a Product Leader at Amazon (Robotics) with over 14+ years of experience with New Product Development, enabling new business initiatives, and building customer-obsessed technology - both at startups and Fortune 500 companies.
<b>Alex Alwan</b>	Alex Alwan is a Product Management and Strategy leader with a focus on driving product success through understanding product performance and customer behavior, uncovering opportunities, and continuously testing and iterating on hypotheses.
<b>Alexey Ossikine</b>	Alexey is a Google Product Manager who has been a rising star in the tech world since a young age. He was recognized as America's Best Young Entrepreneurs (Top 5 Under 25) by Bloomberg BusinessWeek in 2010 and has continued to prove his worth throughout his product career.
<b>Alexey Rybak</b>	Alexey Rybak is a product professional focused on helping his customers express themselves and connect with a strong social presence by building tools that allow them to do so. He is currently a Product Manager at Meta working on Metaverse People at Reality Labs.
<b>Amin Bashi</b>	Amin is an experienced product executive with a proven track record of building world-class B2C, B2B, and B2B2C products at CareGuide, CrowdRiff, Google, and Shopify. Amin is currently leading our training here at Product School.
<b>Anamika Datta</b>	Anamika is a Senior Product Manager at Zalando with six years of professional experience in working in and leading product teams across India and Germany. She has worked in Consumer Products, Enterprise Products as well as B2B across industries.
<b>Anjaly Joseph</b>	For the past five years, Anjaly Joseph has been working as part of the Product team at Google. She is currently working on ads. Before this, she spent time as a Senior Manager of Development at Veritas Technologies, leading large-scale distribution of software across a variety of platforms.
<b>Anmol Saxena</b>	Anmol is a Senior Product Manager at Amazon, looking after product strategy, vision, and roadmap of core customer experience in Canada. He's launched highly successful products for millions of customers and improved key metrics like engagement, satisfaction, and revenue.

<b>Ari Feldman</b>	Ari is a Group Product Manager in Google Ads. Over his 10+ year career at Google, he has worked on both internal and customer-facing teams where he helped build several products and ship over 100 features. Before Google, Ari was a Product Manager at various startups.
<b>Barkha Gvalani</b>	With a deep understanding of venture capital, analytics, and machine learning, Barkha is a strong product leader who excels in driving the success of ML products. Her impressive track record showcases her ability to lead cross-functional teams and successfully launch innovative solutions. At Google, she serves as the Head of Product at GV.
<b>Bruno Pais</b>	Bruno Pais is a former Product Manager of Payments at Booking.com, where he helped the company to embrace the love for travel and a passion for creating the perfect customer experience. A driven and self-motivated professional, he has spent over seven years progressively attaining higher positions at the number one destination to book any type of accommodation.
<b>Cássio Machado</b>	Cassio is an Amazon Senior Product Manager who has been building for the company since 2018. He works closely with the Dev team on the product vision and business aspects involving legal, financial, and customer problem/impact.
<b>Cori Shearer</b>	Cori Shearer is a highly-skilled, growth-oriented product professional who has an impressive track record of creating and shipping high-value products. She is currently working on Headspace's activation team as a Lead Product Manager. Before that she worked at Quizlet first as a Product Manager for International Growth and later as a Senior Product Manager for Acquisition and Growth.
<b>Dayna Hardgrove</b>	Dayna is a Group Product Manager at Delivery Hero. Before that she was a Senior Product Manager at 7-Eleven. She is a talented Product Manager who prioritizes understanding the end user.
<b>Debankur Naskar</b>	Debankur is a Group Product Manager at Apple App Store where he leads the Search and Discovery initiatives and vision. His passion is to build great consumer products combining AI, ML, and Human Intelligence.
<b>Deepthi Jayarajan</b>	As Zoom's eighth product manager, Deepthi has been instrumental in driving the enterprise growth for Zoom Meetings and Zoom Webinars. She currently manages the people portfolio in Zoom that includes identity and access management, users, profiles, contacts, groups, and roles that span across the platform.
<b>Deepti Gupta</b>	Deepti is a Google Product Leader with years of experience building products that solve user problems while making their lives a little easier.
<b>Emile Saad</b>	Emile has a balance between technical experience (Computer Science background) and business expertise (MBA Cum Laude). He is currently a product manager at Footlocker and has previously managed products for Groupon.
<b>Evangelos Foutakoglou</b>	With extensive exposure to diverse digital verticals, Evangelos is an experienced Digital Product professional with a strong focus on B2C/consumer-facing platforms. His result-oriented leadership style, based on Agile principles, is backed by a solid tech background and a holistic perspective on the business side.
<b>Felipe Vieira</b>	Felipe Vieira is a London-based Product Leader with over a decade of experience. He has held product roles at Atos, DHL, and Gist. Presently, he is Senior Product Manager at TripAdvisor UK, where he is leading product initiatives, specifically related.
<b>Georgie Matthews</b>	Georgie Matthews is a Product Manager at Facebook with 8+ years of experience in Product. Previously, he was a Senior Product Manager at Amazon.

<b>Harish Govindarajan</b>	Harish Govindarajan is a Product and Technology leader with extensive experience in building businesses from scratch on a global scale. He is passionate about problem-solving on behalf of the customer and innovating through technology.
<b>Ivan Iannaccone</b>	Ivan Iannaccone has been following his curiosity and building powerful products for over a decade. In his current role as Director of Digital eCommerce at Amazon, he is responsible for managing the product, UX, engineering, and TPM teams to build and run the largest eCommerce site on earth, delivering billions of transactions and digital goods.
<b>Jason Purdy</b>	Jason is an experienced Product Management Leader with a background in building products at Apple, Yelp, The Associated Press and Sports Illustrated. Jason is passionate about new technology and a talented mobile industry expert.
<b>Jochen Simon</b>	Jochen Simon is a Senior Product Manager at eBay Kleinanzeigen with 12+ years of experience in B2C, B2B and C2C/marketplace. He is able to translate user needs, market dynamics, and business requirements into product strategy while leading cross-functional teams to success.
<b>Jyoti Bhatia</b>	Jyoti Bhatia is a Product Lead at Meta. She has 10+ years of experience in the end-to-end product life cycle. Jyoti worked as a Strategic Product and Project Manager in multiple domains including internet security, insurance, and education with a passion to solve critical business problems.
<b>Kirsten Van Detta</b>	Kirsten's goal as a product professional is to get people to love their business technology just as much as they love their personal technology. She formerly worked on Sales Technology as a Group Product Manager at LinkedIn.
<b>Lenworth Gordon</b>	Lenworth is a seasoned Product architect, bringing to his position over 19 years of extensive experience designing and implementing consumer products and complex enterprise systems. Today, Lenworth leads the company's efforts at Amazon as a Senior Technical Product Manager, driven by a passion for invention and customer-obsession.
<b>Manini Roy</b>	Manini is an experienced Product Manager with a demonstrated history of working on complex projects in successful enterprises such as Microsoft and AMD. Today, she is driving the company's efforts promoting Google's mission to organize the world's information and make it universally accessible and useful.
<b>Narayanan Krishnamoorthy</b>	Narayanan Krishnamoorthy is a Head of Product at Amazon. Being previously at Cisco, he has over 15 years of Product Management experience and has worked for other organizations such as Aerohive Networks and Splunk.
<b>Niaz Ahmed</b>	Niaz Ahmed co-founded Kormo, a jobs marketplace for emerging markets in Area 120 at Google. He is based in the San Francisco bay area. His primary focus at Kormo is to build business products for Kormo users.
<b>Nir Sheep</b>	Nir has over 15 years of experience in the tech industry. He is an entrepreneurial leader with a strong passion for product development, business, and strategy. His strong leadership skills have been honed over the years, which has allowed him to build and manage world-class teams of product managers and engineers.
<b>Oleg Pashinin</b>	Oleg Pashinin is a seasoned Product professional with experience building enterprise products at Google Cloud. His product area overlooked all infrastructure solutions that helped to run the Google Cloud business, including hardware capacity planning in data centers, contracting and billing, partner enablement, cost calculations, and sales efficiency.

<b>Paola Reyes</b>	Paola Reyes is a Senior Product Manager working in the FinTech industry. She is currently working on the Buy Now Pay Later team at Zalando Payments. Before that, she worked at N26 and ImmobilienScout24.
<b>Piya Mukherjee Kalra</b>	Piya is the Director of Product Management at Disney Streaming. She's an excellent leader who knows how to sustain and continue growth of the product and the customer-base year-over-year. She's particularly skilled with people and stands out with stakeholder management, team building, and customer management.
<b>Radhika Sakalkale</b>	Radhika is a Senior Product Manager with a track record of success and an emphasis on data-driven decision making. She is currently working at Twitch but has also been a part of top product teams at Nike and Chevron.
<b>Rahul Singh</b>	Rahul Singh is an Amazon Web Services Senior Product Manager who uses a customer-centric approach to build innovative solutions. He is also an Advisory Board Member of the edu-tech startup Enhelion. Previously, Rahul was working at CapitalOne, creating digital tools to help his customers spend smarter.
<b>Ravi Kiran Chintalapudi</b>	Ravi is a Group Product Manager at Google, currently leading a team of seasoned PMs building/driving product portfolios, solutions, acquisitions, and ISV/GSI partnerships.
<b>Ravikiran Bhagavan</b>	Ravikiran is a skilled and experienced product and technology leader currently serving at Amazon. With an impressive 10 years at the company, he has been instrumental in driving product innovation, leading software development, and applying science within Amazon Advertising.
<b>Salman Malik</b>	Salman Malik is a technology Product Leader with experience spanning multiple industries including Smart Devices, Travel, Health Insurance, Telecom, Recruitment, and Education. Currently, he's Principal Product Manager at Amazon.
<b>Saravanar Boopalan</b>	Saravanar is an experienced PM currently leading the engineering, product, and program team at Amazon. He has been with the company since 2016.
<b>Satadal Bhattacharjee</b>	Satadal Bhattacharjee is an experienced Product Management professional with over 25 years of experience leading business strategy and development. As the former Director of Product - Mobility at Uber, he played a pivotal role in the company's global airport and complex venue products.
<b>Satheesh Kumar</b>	Satheesh Nanniyur is a Product Manager at Google Cloud. Prior to his current role, he was at Salesforce working as a Senior Director of Product. While there and as Salesforce transitioned from B2B to B2B2C offering a 360-degree view of consumers.
<b>Sergio Luna</b>	Sergio is a Senior Product Manager at Amazon Prime Video, where he owns the product strategy for scaling production of marketing digital assets across channels. He is a product leader with over six years of experience building (zero-to-one) multilingual and personalized CX in eCommerce and OTT video (B2B/B2C).
<b>Shiva Arunachalam</b>	Shiva is an Analytics and Mobile focused Product Evangelist with over 10 years of experience in building products, delivering data solutions, products in the Personalization, Optimization, Ad/Martech, Data Science and App Management space that have impacted over 100 million users worldwide and have consistently generated over \$50 million in annual revenue. Currently, he's a Senior Product Manager at Uber, managing the Automation and Personalization stack for the Growth teams.
<b>Shivkumar Lakshminarayanan</b>	Shivkumar brings a wealth of experience from the technology and consumer goods sectors. He's known for his ability to navigate complex challenges, collaborate effectively in teams, and maintain

composure even in demanding situations. He is currently working as a Principal Product Manager at Amazon.

- Sinduja Ramanujam** Sinduja Ramanujam has been working in the tech industry for over 10 years now and has been in various roles from being an Embedded Systems Engineer at Qualcomm, a Kernel developer at Intel, a Firmware developer at Intel, a Systems Architect at Intel.
- Sofia Jukelson** Sofia is a seasoned Product Manager Lead with over 13 years of experience working in various roles at Google. Her proficiency as a full-stack B2B product manager allows her to build innovative AI applications, robust infrastructure, and user-friendly interfaces.
- Suhas Manangi** Suhas Manangi is the product head of the AI/ML Defense Platform team at Airbnb, where he leads work on accelerating the use of AI and machine learning in fighting fraud and abuse to ensure trust and safety in the online marketplace. Before joining Airbnb, he spent many years working with trust and safety teams at Amazon, Lyft, and Microsoft.
- Swarna Kakodkar** Swarna is currently a Group Product Manager at Google, where she spearheads the development of digital products for Google's sales and support teams. Before Google, Swarna was at Amazon Web Services (AWS) where she led a product management organization that built enterprise software that is used by hundreds of thousands of customers.
- Valerio Merlini** Valerio has been working on the Amazon team since 2012 and is currently leading as a Senior Product Manager. He has been a part of various innovative projects for Amazon Fashion and Prime Now.
- Vikram Madan** Vikram Madan is a Product Leader at Uber. He is working on Uber's investment capacity and using Machine Learning to expand capital efficiently across Uber's Marketplace. Before this, he was a Principal Product Manager for Amazon Web Services.
- Vinu Srivatsan** For over 15 years, Vinu Srivatsan has been using strategy and analytics to fulfill customers' needs. Currently, she is a Principal PM at LinkedIn, helping build for LinkedIn Learning Search and Recommendation AI. She previously worked as a Lead PM at Shopify.
- Vivek Kumar Boharpi** Vivek is a highly accomplished Senior Product Manager at Amazon, with over 13 years of experience in the field of product management. He has a proven track record of building and delivering value-based, business-critical software products.
- Yana Tsareva** Yana brings over nine years of expertise in the high-tech industry, spanning roles in product management, technical marketing, and customer support, all with a focus on consumer products. Yana is known for her proficiency in building mission-critical customer experiences, rapidly developing proof of concepts, and making data-driven decisions.
- Yasmin Alabed** Yasmin Alabed is a Group Product Manager at Delivery Hero. She's been working in Product for 7+ years, leading squads and PMs with a product vision to build, test and iterate across 21+ markets. Her guiding principles are customer-first, data-driven and learn fast.