

Curriculum

Product Management with AI in IT

Full-time: 16 weeks / 4 month

English Remote

10+Years
of Building
Careers

Become a Product Manager – design the products of tomorrow. As a Product Manager you combine user needs, technology and business, coordinate teams and make decisions that lead products to success. If you think strategically, are communicative and want to take on real responsibility, this profession offers you exciting challenges and the best career opportunities.

You will learn important skills such as discovery, user research, communication with stakeholders, agile methods and go-to-market strategies. Through practical exercises and real challenges, you are well prepared to lead interdisciplinary teams and bring effective products to the market.

Future jobs for you:

- › Product Manager
- › Product Owner
- › Technical Product Manager
- › Product Analyst

Annual salary: €48,000 – €90,000

The curricula presented here are intended as an exemplary guide to course content. Adjustments to the content and schedule are possible from didactic and organizational perspectives reasons as well as to adapt to the state of the art and current requirements of the labor market expressly remain reserved, without thereby impairing the character of the course and the overall quality of its content.

Tech Stacks

Product Management Fundamentals

- Intro to Product Management
- Understanding Product Organisations
- Product Vision & Product Strategy

Discovery, User Research & Design

- Discovery in the Product Development Lifecycle
- Design Thinking
- User Research
- Wireframing & Prototyping
- Usability Testing
- User Personas, Flows, Journey Maps & Story Maps
- Designing AI Experiences

Product Planning & Implementation

- User Stories & PRD
- Prioritization Frameworks
- Agile Methods (Scrum, Kanban)
- Effort Estimation
- Roadmapping
- Jira & Confluence
- Tech Basics & Software Architecture
- QA & Testing
- Analyse & Manage Risks

Leadership & Communication

- Stakeholder Management
- Presentation Skills
- Moderating Efficient Meetings
- Feedback Culture & Conflict Management
- Psychological Safety & Servant Leadership

AI in Product Management

- AI Fundamentals
- Prompting for Generative AI
- Use of AI in Product Tasks
- Responsible AI & Ethics
- Ecosystems & Platform Thinking for AI

Data Basics

- Introduction to Data Analytics
- Define and Measure KPIs & OKRs
- A/B Testing
- Reporting, Tracking & Measuring Progress

Product Marketing & Launching

- Product Storytelling
- Pricing & Monetization Strategies
- Intro to Product Marketing
- Go To Market & Launch Strategies

Advanced Product Management

- Problem Solving Frameworks
- Organisational Design
- Regulations & Compliance
- Advanced Jira & Confluence
- Legacy Products & Tech Debt

Building A Career In Product

- PM Specialisations
- Building Your PM Brand
- Negotiation Skills
- The First 90 Days
- Staying Informed

Soft Skills Development

Attention to Detail

Communication Ownership

Storytelling Resilience

Stakeholder Management

Research Skills Curiosity

Time Management

Problem Solving Teamwork

Creativity Adaptability

Analytical Thinking

Certificate
Scrum
Product
Owner PSPO I

You'll get a
**CLAUDE PRO
SUBSCRIPTION**
during the course

Practical Project

Implementation of acquired knowledge in a real-life scenario.

Supported Job Search

Our career team of 4 coaches actively run the Career Compass program that train and support job searches, and we organize regularly masterclasses and events with industry experts.

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Product Management with AI – the Job Engine since 2026

Why now is the ideal time for further training

1 Why Product Management is an important domain in the market?

The global Product Management Software market was valued at USD 5.75 billion in 2024 and is projected to reach USD 15.30 billion by 2031, growing at a CAGR of 15.00%. Research shows that product management roles in Germany are growing at 15% annually through 2026, driven by a surge in market demand. This growth reflects how central product thinking has become to digital business strategy across every industry.

2 Why companies are looking for Product Managers?

Germany has remained one of the top-paying countries in Europe for product managers. The salaries are competitive against such countries as the UK, the Netherlands, Switzerland, and the Nordics. The national gross median salary in Germany sits at €53,900, according to the Stepstone Salary Report 2026. Product managers at every level earn significantly above this benchmark, with senior roles nearly doubling it – reflecting how highly companies value the function.

3 Market Growth (Job postings in Germany)

Based on 2025 funding trends, product managers for B2B SaaS rank among the hottest roles at funded German startups – alongside AI engineers and full-stack developers.

Technology	Current Job Postings (2026)	Avg Salary
Product Manager	3,024	€50K – €70K
Senior Product Manager	534	€67K – €88K
Junior Product Manager	506	€35K – €48K
Digital / Technical Product Manager	1323	€55K – €80K

Why our Product Management Program is essential?

Our Program is essential because

Our students become job-ready in just 16 weeks through practical, project-based learning – no technical background required.

Skills for the PM role emerging in 2026: the role is evolving into AI-native builder PMs and integrator PMs focused on strategy and outcomes. Our curriculum covers product discovery, prioritisation, agile delivery, stakeholder management, go-to-market strategy, and AI-assisted product workflows.

An end-to-end capstone project and live pitch provide a demonstrable portfolio.

Curriculum Produkt Management mit KI in IT

Vollzeit: 16 Wochen / 4 Monate

Englisch Remote



Werde Product Manager:in – gestalte die Produkte von morgen.

Als Product Manager:in verbindest du Nutzerbedürfnisse, Technik und Business, koordinierst Teams und triffst Entscheidungen, die Produkte zum Erfolg führen. Wenn du strategisch denkst, kommunikativ bist und echte Verantwortung übernehmen willst, bietet dir dieser Beruf spannende Herausforderungen und beste Karrierechancen.

Du erlernst wichtige Fähigkeiten wie Discovery, Nutzerforschung, Kommunikation mit Stakeholdern, agile Methoden und Go-to-Market-Strategien. Durch praxisnahe Übungen und reale Herausforderungen bist du bestens vorbereitet, um interdisziplinäre Teams zu führen und wirkungsvolle Produkte auf den Markt zu bringen.

Zukunftsjobs für dich:

- › Product Manager
- › Product Owner
- › Technical Product Manager
- › Product Analyst

Jahresgehalt: 48.000 – 90.000 €

Die hier vorgestellten Lehrpläne sind als beispielhafte Orientierung für die Kursinhalte gedacht. Anpassungen der Inhalte und des Zeitplans aus didaktischen und organisatorischen Gründen sowie zur Anpassung an den Stand der Technik und die aktuellen Anforderungen des Arbeitsmarktes bleiben ausdrücklich vorbehalten, ohne dadurch den Charakter des Kurses und die Gesamtqualität seiner Inhalte zu beeinträchtigen.

Tech Stacks

Grundlagen des Product Management

- Einführung in Product Management
- Understanding Product Organisations
- Product Vision & Product Strategy

Discovery, User Research & Design

- Discovery im Product Development Lifecycle
- Design Thinking
- User Research
- Wireframing & Prototyping
- Usability Testing
- User Personas, Flows, Journey Maps & Story Maps
- Designing AI Experiences

Product Planning & Umsetzung

- User Stories & PRD
- Prioritization Frameworks
- Agile Methods (Scrum, Kanban)
- Effort Estimation
- Roadmapping
- Jira & Confluence
- Tech Basics & Software Architecture
- QA & Testing
- Risiken analysieren & managen

Leadership & Kommunikation

- Stakeholder Management
- Presentation Skills
- Effiziente Meetings moderieren
- Feedbackkultur & Konfliktmanagement
- Psychological Safety & Servant Leadership

AI im Product Management

- AI Fundamentals
- Prompting for Generative AI
- Einsatz von AI in Product Tasks
- Responsible AI & Ethics
- Ecosystems & Platform Thinking for AI

Daten-Grundlagen

- Introduction to Data Analytics
- KPIs & OKRs definieren und messen
- A/B Testing
- Reporting, Tracking & Measuring Progress

Product Marketing & Markteinführung

- Product Storytelling
- Pricing & Monetization Strategies
- Einführung in Product Marketing
- Go To Market & Launch Strategies

Advanced Product Management

- Problem Solving Frameworks
- Organisational Design
- Regulations & Compliance
- Advanced Jira & Confluence
- Legacy Products & Tech Debt

Karriereaufbau im Product Management

- PM Specialisations
- Building Your PM Brand
- Negotiation Skills
- The First 90 Days
- Staying Informed

Entwicklung von Soft Skills

Detailgenauigkeit Resilienz

Stakeholder-Management

Kommunikation Storytelling

Recherchefähigkeiten

Problemlösung Teamwork

Eigenverantwortung

Kreativität Anpassungsfähigkeit

Analytisches Denken

Zeitmanagement Neugier



Du bekommst einen
**CLAUDE PRO
ZUGANG**
während des Kurses.

Praxisprojekt

Umsetzung des erworbenen Wissens in einem realen Szenario.

Unterstützte Jobsuche

Unser vierköpfiges Karriere-Team leitet aktiv das „Career-Compass“-Programm, das bei der Jobsuche schult und unterstützt; zudem organisieren wir regelmäßig Masterclasses und Veranstaltungen mit Branchenexperten.

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Product Management with AI – der Jobmotor ab 2026

Warum jetzt der ideale Zeitpunkt für eine Weiterbildung ist

1 Warum ist Product Management ein wichtiges Marktsegment?

Der globale Markt für Product-Management-Software wächst von USD 5,75 Milliarden (2024) auf voraussichtlich USD 15,30 Milliarden bis 2031 (CAGR 15 %). In Deutschland steigt die Nachfrage nach Product-Management-Rollen bis 2026 jährlich um 15 %. Dies unterstreicht die zentrale Bedeutung von Produktdenken für digitale Geschäftsstrategien branchenübergreifend.

2 Warum suchen Unternehmen nach Product Managern?

Product Management remains highly lucrative in Germany, with competitive salaries compared to the UK, Switzerland, and the Nordics. While the national gross median salary stands at 53,900 € per the Stepstone 2026 report, Product Managers consistently exceed this, with senior roles earning nearly double—reflecting the high value companies place on the profession.

3 Marktwachstum (Stellenausschreibungen in Deutschland)

Basierend auf den Finanzierungstrends 2025 gehören Product Manager für B2B-SaaS zu den gefragtesten Rollen bei finanzierten deutschen Startups – neben AI Engineers und Full-Stack-Entwicklern.

Technology	Aktuelle Jobausschreibungen (2026)	Durchschnittliches Gehalt
Product Manager	3,024	€50K – €70K
Senior Product Manager	534	€67K – €88K
Junior Product Manager	506	€35K – €48K
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Warum unser Product-Management-Programm unverzichtbar ist

Unser Programm ist unverzichtbar, weil:

Unsere Studierenden werden in nur 16 Wochen durch praxisnahes, projektbasiertes Lernen jobfertig – keine technischen Vorkenntnisse nötig.

Gefragte Skills für die PM-Rolle 2026: Die Rolle entwickelt sich zu KI-nativen Builder-PMs und Integrator-PMs mit Fokus auf Strategie und Ergebnisse. Unser Curriculum umfasst Product Discovery, Priorisierung, agile Delivery, Stakeholder-Management, Go-to-Market-Strategie und KI-gestützte Produkt-Workflows.

Ein durchgängiges Capstone-Projekt mit Live-Pitch liefert ein nachweisbares Portfolio.