

Curriculum

Product Management with AI in IT

Full-time: 16 weeks / 4 months

English & German

Remote

10+Years
of Building
Careers

Become a Product Manager – build 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.

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.

100% eligible for funding with an education voucher.

Future jobs for you:

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

Annual salary: €60,852 – €96,600

<https://web.arbeitsagentur.de/entgeltatlas/beruf/133712>

The curriculum shown here is an exemplary guide to course content. We reserve the right to slightly adjust content and schedule for didactic and organizational reasons, or to reflect current labor-market requirements. Any adjustments will not affect the quality or the learning outcomes of the course.

Tech Stacks

Product Management Fundamentals

- Intro to Product Management
- Understanding Product Organizations
- 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 (Product Requirements Document)
- Prioritization Frameworks
- Agile Methods (Scrum, Kanban)
- Effort Estimation
- Roadmapping
- Jira & Confluence
- Tech Basics & Software Architecture
- QA & Testing
- Analyze & 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
- Organizational Design
- Regulations & Compliance
- Advanced Jira & Confluence
- Legacy Products & Tech Debt

Building A Career In Product

- PM Specializations
- 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

★
Voucher
Professional
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 in IT

Why now is the ideal time for further training

1 Why Product Management with AI is an important competency in Germany?

According to LinkedIn "Skills im Trend 2026" (Deutschland), AI competence is Germany's fastest-growing skill area (#1), and project & product management ranks #5, driven by demand for end-to-end ownership and stakeholder coordination. Product Management with AI sits at the intersection of the two: owning products end-to-end: from discovery to launch, using the latest AI tools. One training, covering two of Germany's top skill areas.



#1 AI Competence

Key Skills: Generative AI, LLMs, prompt engineering, chatbot development, transformers, CNNs, and RAG techniques (connecting LLMs to external data).

Relevance: Knowledge of AI application is required in almost all professions today, even outside the tech industry.

💡 Boost your productivity with AI agents.

2 Why companies are looking for Product Managers who understand AI?

AI is no longer optional. Germany's federal Hightech Agenda roadmap (BMFTR, 2026) expects that by 2030 practically no job in Germany will be untouched by AI. Companies are moving fast: according to Bitkom, the share of German companies using AI jumped from 17% to 41% between 2024 and 2026, with another 48% planning adoption. Product Managers who understand AI are the ones leading this transition — turning AI's possibilities into products people actually use.

3 Product Management Job postings in Germany

Glassdoor lists over 1,000 job postings for Produktmanager in Germany as of July 2026, plus 578 with the English title "Product Manager" — and the AI layer is growing fast: 166 postings already mention "KI Produktmanager." Demand spans both worlds: companies need product managers, and increasingly ones who understand AI

As of July 2026, there are more than 4,000 open positions in StepStone for Product Managers roles.

Roles on StepStone	Job Postings (July 2026)
Product Manager	3,322
Product Owner	1,181
Technical Product Manager	381

Sources & References

[LinkedIn Skills im Trend 2026](#)
[BMFTR Technologie-Roadmap KI](#)
[Bitkom press release](#)

Curriculum Produkt Management mit KI in IT

Vollzeit: 16 Wochen / 4 Monate

Englisch & Deutsch Remote

10+Years
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Careers

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: €60,852 – €96,600

<https://web.arbeitsagentur.de/entgeltatlas/beruf/133712>

Der hier dargestellte Lehrplan dient als beispielhafter Leitfaden für die Kursinhalte. Wir behalten uns das Recht vor, die Inhalte und den Zeitplan aus didaktischen oder organisatorischen Gründen sowie zur Anpassung an aktuelle Anforderungen des Arbeitsmarktes geringfügig zu ändern. Etwaige Anpassungen haben keine Auswirkungen auf die Qualität oder die Lernergebnisse des Kurses.

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

★
Gutschein
Professioneller
Scrum Product
Owner (PSPo I)

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
Digital / Technical Product Manager	1323	€55K – €80K

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.