

# Curriculum

## Product Management with AI



Full-time: 16 weeks / 4 month

English Remote

**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

Teamwork

Problem solving

Communication skills

Time management

Adaptability

Attention to detail

Open to criticism

Patience

Self-motivation



### Practical Project

Implementation of acquired knowledge in a real-life scenario.

### Supported Job Search

We actively support job searches, offering regular networking events where participants connect with experienced tech professionals.

Click here for final projects

# Curriculum Produkt Management mit KI



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

## Soft Skills

Teamarbeit

Problemlösung

Kommunikationsfähigkeit

Zeitmanagement

Anpassungsfähigkeit

Detailgenau

Kritikfähig

Geduld

Eigenmotivation

Hier klicken für finale Projekte



### Praxisprojekt

Umsetzung des erworbenen Wissens in einem realen Szenario.

### Unterstützte Jobsuche

Zusätzlich unterstützen wir aktiv bei der Jobsuche. Schon während des Lehrgangs können Teilnehmer:innen in regelmäßig stattfindenden Netzwerkveranstaltungen wertvolle Kontakte zu erfahrenen Fachkräften der Tech-Szene knüpfen.

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