

Syllabus

Digital Product Management: Modern Fundamentals

- Massive Open Online Course, Coursera -
(3 ECTS)

Approved by
Academic Council
of the Master's Programme
Minutes AC2

1. Author, lecturer (e-mail, web-page)

Alex Cowan, Faculty & Batten Fellow, University of Virginia,
<https://www.coursera.org/instructor/cowan>

2. Course Description

a. Pre-requisites

The course does not require special previous knowledge and competences.

b. Abstract.

The course teaches approaches how product managers act in the center of massive data and input for their products. It teaches handling massive troves of data are available for making decisions and, at the same time, deep insights into customer motivation and experience are more important than ever. The job of the modern product manager is to charter a direction and create a successful working environment for all the actors involved in product success. The course will prepares with the skills and perspective needed to create the actionable focus to successfully manage products; Focus work using modern product management methods; manage new products and explore new product ideas; manage and amplify existing products. The course provided by the Batten Institute at University of Virginias Darden School of Business, the full outline is available here: <https://www.coursera.org/learn/uva-darden-digital-product-management>

3. Learning Objectives

- Ability to focus work using modern product management method
- Ability to manage and amplify existing products

4. Learning Outcomes

- Skills to create the actionable focus to successfully manage products
- Skills to manage new products and explore new product ideas

5. Course Plan

The course is structured in 4 main session:

Session 1: Achieving Focus and #Winning

Session 2: Using Today's Product Management Methods

Session 3: Exploring a New Product Idea

Session 4: Amplifying an Existing Product

6. Reading List

- a. Required

Announced by teachers

- b. Optional

Additional announced by teachers

7. Grading System

10 point grading system is applied. After attending the MOOC a certificate is issued. The certificate has to be submitted to the study office immediately after completion of the course. After successful completion of the course an examination is undertaken.

Prerequisite for attending the examination is submission of the certificate to the study office. The examination grade is the final grade for the course.

Final control: oral group exam after final lecture (30 minutes (E))

The overall course grade (G) (10-point scale) is calculated as a sum of

$G = E$

Summary Table: Correspondence of ten-point to five-point system's marks

Ten-point scale [10]

1 – unsatisfactory
2 – very bad
3 – bad
4 – satisfactory
5 – quite satisfactory
6 – good
7 – very good
8 – nearly excellent
9 – excellent
10 – brilliant

8. Course Assignments

To be announced by teachers.

9. Examination Type

Examination is held as group oral examination. Up to 5 students form one group.

10. Methods of Instruction

Massive Open Online Course

11. Software Support, including Open-Source Database Software

Not applicable

12. Special Equipment

Not applicable