MSPM Course Descriptions

Course Title	Units	Description
Digital Service Innovation	12	This course teaches you to invent mobile information services. You will learn about value-creation in the service sector and a human-centered design process including improv brainstorming, story-boarding, interviewing, video sketches, and selling. Students work in small, interdisciplinary teams to discover unmet needs of users. They create multiple concepts of a digital service and assess their technical feasibility, financial viability, and desirability. Then they choose a single service idea and produce a plan with a business model and a video sketch suitable for posting on a crowdfunding site. Grades will be determined primarily by the quality of the teams products.
Introduction to Data Science for Product Management	6	Product managers, sometimes known as the “CEO of the product,” plan, forecast, produce and market products and services. Product management decisions have historically often relied on intuition and guesswork, leading to misjudgment of the market and other key factors, and ultimately, product failures. Developments in data science, combining the increasing availability of data from internal and external sources with new algorithms that exploit that data at scale, offer new possibilities for putting product management decisions on a more quantitative and rigorous footing. Students in this course will be introduced to a variety of data science techniques applicable to decisions to which product managers typically contribute.
Business Fundamentals for High-Tech Product Management	12	This course will provide a basic introduction on general business management. Topics include organizational structure, the role of different business domains in an organization (accounting, finance, operations, marketing, strategy) and how they relate.
Principles of Product Management	6	This course will introduce the role and responsibilities of the product manager in a software-intensive product or services company. Students will learn about standard processes, tools, and techniques for successful product management, including building and managing a product roadmap, understanding customer needs, prioritizing development and feature requests, evaluating tradeoffs and making decisions.
Marketing for High Tech Product Management	6	This course focuses on the marketing strategies for technology-based products. We will examine how technology products differ from non-technology-based products and how the unique attributes of high-technology products influence the marketing strategies and

		tactics of those products. We will cover issues such as the diffusion of high technology products and "crossing the chasm"; pricing of technology products including versioning and bundling; compatibility; standardization within product markets; competition in technology-focused product arenas; continuous versus discontinuous product changes and the product line.
Business Communication for Complex Decision Making	6	This course will be aimed at helping students know how to target and deliver messages to business audiences. Students will learn delivery skills and will simultaneously learn how to construct arguments and problem-solve for decision makers and how to understand what these audiences need from them (including superior, peer, and subordinate audience groups). Students will be evaluated on presentation assignments that are relevant to product management.
Introduction to Organizational Behavior	6	This course introduces students to both the micro and macro perspective of organizational behavior and theory. At the micro level, this course will cover factors for working in and managing an effective work team, including Building Teams, Team Contracting, Team Coordination, and Team Creativity. Additional macro topics include Team Networks, Informal and Formal Organizational Networks, Communication Networks, and Innovation Culture.
Summer Product Management Seminar	3	This course will be a seminar on topics in Product Management. The course will be offered in an online format and is designed to complement the MS in Product Management program's required summer internship. The course will meet weekly in live online sessions. These sessions will focus on helping students reflect on their summer internship work and tie it to the concepts introduced in the first semester of the program, as well as topics of current interest in the field. Students will write and present a paper at the end of the course related to their internship experience.
Service Design for Product Management	12	In this course, we will collectively define and study services and product service systems, and learn the basics of designing them. We will do this through lectures, studio projects, and verbal and written exposition. Classwork will be done individually and in teams.
HCI for Product Management	6	Human computer interaction (HCI) is an interdisciplinary field in which computer scientists, engineers, psychologists, social scientists, and design professionals play important roles. The goal of this field is to solve real problems in the design and use of technology, making computer-based systems easier to use and more effective for people and organizations. Ease of use and

		effectiveness are critical to the success of any systems that interact with people, including software systems, home, office and factory appliances, and web applications. This course provides an overview and introduction to the field of human-computer interaction as it applies to product management. Particular emphasis will be placed on what HCI methods and HCI-trained specialists can bring to design and development teams. The course will introduce students to tools and techniques for creating or improving user interfaces, such as contextual inquiry, heuristic analysis, and think-aloud user testing. Students at the end of the course will have learned some useful techniques and an understanding of systematic procedures for creating usable and useful designs and systems.
Project Management Capstone Project	12	The capstone course is a semester-long project course in which student teams will identify and work with an industrial project sponsor to understand unmet consumer or business needs and develop a plan to bring a new product and/or service to market to address those needs.