

XAVIER INSTITUTE OF MANAGEMENT, BHUBANESWAR

XIM UNIVERSITY

Course Name	Digital Product Management*, #
Programme	EMBA-BM
Batch	2023-2024
Term	4
Credits	3
Course Instructor	Prof. Ajit Kumar

*Digital means software products/platforms like Ola, Uber, Lyft, and Oyo built using emerging technologies such as AI/ML, Blockchain, and IoT. # Course outline is evolving; therefore, it may change

Course Introduction and Objectives

Emerging digital technologies like AI, Blockchain, and IoT have impacted all business spheres, including business processes, products, and markets. Businesses must optimize their processes and create valuable digital products for their customers using emerging digital technologies. This course will discuss digital product design and development using 'design thinking,' 'lean,' and 'agile' methodologies. This course is vital for those tech-savvy students who wish to pursue a career as a digital Product Manager.'

Course Content

- The role of a product manager and product in a digital context
- Customer discovery in digital markets
- Digital product strategy
- Digital Product Planning and Execution

Course Learning Outcomes (CLO)

In a given situation, the students will be able to

- CLO1: understand digital product management frameworks, tools, and best practices.
- CLO1: design products from initial concept through user research, co-creation, and rapid prototyping using design thinking.

- CLO3: develop digital products using agile and lean management practices.

Reading and References

- Digital Product Management by Kevin J. Brennan, Sallie Godwin, Filip Hendrickx
- AI for People and Business by Alex Castrounis

Pedagogy and Student Workload

The course has 20 sessions. Each session is for 90 minutes. The sessions are aligned with the book chapter, cases, and articles. The instructor will deploy a lecture, short case discussion, and class exercise in all sessions to achieve the course's learning outcomes. Class exercises and case studies aim to grasp the concepts being discussed. Digital Product Management is a highly evolving area (daily changes). The instructor will provide customized and up-to-date short cases and exercises during the study. This course is heavy because students are expected to devote 3-5 hours per week apart from the rigorous classroom sessions.

Tentative Session Plan

Session	Topic	Session Learnings	Reading Materials
1	Introduction	<ul style="list-style-type: none"> • You (students), DPM Course, IS Area, EMBA Students, and Business Organizations 	Customized Class Exercise and Case-let, Handout
Module 1: Foundations of Digital Product Management			
2	Explore the Digital Product Management Framework and examine a product manager's role in the digital transformation of organizations.	<ul style="list-style-type: none"> • Discuss how companies use product management to drive digital transformation. • Identify the key strategies used for each stage of a product's life cycle. 	Customized Class Exercise and Case-let, Handout
3		<ul style="list-style-type: none"> • Outline how a product manager operates successfully at the intersection of business, customers and technology. • Articulate how a product team model empowers team members to deliver a product. 	

4		<ul style="list-style-type: none"> Determine the core challenges of the Digital Product Management Framework's process groups. 	
5		<ul style="list-style-type: none"> Develop a product strategy by systematically evaluating a product's opportunity for success in the market. Create a product pitch using the Digital Product Management Framework. 	
Module 2: Digital Product Strategy			
6	Turn a product vision into a product and go-to-market strategy using a market analysis, business case, product positioning, pricing, and packaging strategies.	<ul style="list-style-type: none"> Articulate a product vision to shape a product's direction 	Customized Class Exercise and Case-let, Handout
7		<ul style="list-style-type: none"> Analyze a product opportunity for success in the market. Justify the business case for a product. Differentiate a product to guide customer perception. 	
8		<ul style="list-style-type: none"> Recommend a pricing strategy to maximize the product's value for shareholders and customers. Formulate a go-to-market plan in preparation for launching a product. 	
Module 3: Digital Product Planning and Execution			
9	Articulate a product vision to shape a product's direction	<ul style="list-style-type: none"> Determine an appropriate product release plan to manage the risk of bringing a product to market 	Customized Class Exercise and Case-let, Handout
10		<ul style="list-style-type: none"> Apply prioritization techniques to product requirements to inform product development and the release cycle. 	
11		<ul style="list-style-type: none"> Illustrate the direction of your product offering using a product roadmap. 	
12		<ul style="list-style-type: none"> Recommend an approach to sustaining a product across its life cycle. 	

13		<ul style="list-style-type: none"> • Deduce how to improve a product and enhance customer experience through iterative processes. 	
14		<ul style="list-style-type: none"> • Analyze continuous delivery approaches and product stacks for bringing products to market. 	
15		<ul style="list-style-type: none"> • Assess your team's marketing plan. 	
16		<ul style="list-style-type: none"> • Formulate a product launch plan to introduce a product to the market successfully. 	
17		<ul style="list-style-type: none"> • Critique approaches to customer engagement and product support. 	
18		<ul style="list-style-type: none"> • Distinguish the type of product maintenance best suited to address customer needs. 	
19		<ul style="list-style-type: none"> • Investigate product performance, using product analytics to measure customer experience. 	
20		<ul style="list-style-type: none"> • Develop a go-to-market plan to ensure a successful product launch. • Create a product pitch based on a go-to-market plan. 	

Assessment Scheme

Component	Weightage (%)	Assessment of Course Learning Outcome(s) (CLO)
Assignment	30%	CLO1
Term Project	30%	CLO2
End-Term	40%	CLO3

Academic Discipline and Integrity

- Attendance: I will mark you ABSENT if you are not present in the classroom at the time of attendance. The attendance policy of the school will be enforced.

- Class participation: I suppose you will seriously participate in the classroom discussion.
- Plagiarism: You will be awarded ZERO if plagiarism is detected in your assignment/project.
- Assignment and project submission dates: Students should adhere to the assignment/project submission deadlines. I will entertain no reason if you miss the deadline.
- Content of the course: The faculty may modify the course outline/evaluation composition at his discretion during the course.

Mapping Course Learning Outcomes with the Program Learning Goals

PLG#	Program Learning Goal	Trait	Addressed by Course	
			Yes	No
PLG1	Functional and Business Skills	The students will demonstrate an understanding of the elements of all functional areas.	Yes	
PLG2	Analytical Skills	The students will use analytical techniques to identify a business problem and suggest a solution.	Yes	
PLG3	Collaboration and teamwork attributes	The students will exhibit voluntary cooperation and effective teamwork in a group setting.	Yes	
PLG4	Ethical responsibility	The students will understand the ethical complexities of conducting business. The students will adopt techniques in scenarios involving ethical dilemmas and offer a resolution.	Yes	
PLG5	Communication	The students will produce reasonably good quality business documents. The students will become effective and confident communicators.	Yes	