AI+ Product Manager™

Duration: 8 hrs

Course Overview

This AI+ for Product Managers certification offers a comprehensive foundation in artificial intelligence tailored for product management professionals. It begins by demystifying AI, exploring its various branches, and delving into specific AI applications within product management. Students will learn about the evolving role of an AI Product Manager and how this position is critical in bridging the gap between cutting-edge technology and practical, market-driven solutions. The module further highlights the significance of AI in product development, detailing the benefits and competitive advantages it brings to the table. By the end of this course, participants will possess a solid understanding of AI fundamentals and their application in enhancing product development processes.

Course Prerequisites

- Understanding the basics of digital technologies and their influence on various aspects of professional life
- Interest in learning about the integration of AI technologies within product development
- Participants should have an open mindset towards learning new concepts and technological developments

Course Agenda

Module 1: Introduction to Artificial Intelligence (AI) for Product Managers

- Understanding the Basics of artificial intelligence
- Importance of AI

Module 2: Fundamentals of Machine Learning

- Introduction to Machine Learning
- Data Preparation in ML model

Module 3: AI Product Development Lifecycle

- Exploring How AI Can Be Leveraged in Ideation and Conceptualization
- Prototyping and Testing: Explore Methods for Prototyping and Testing AI-driven Products Effectively

Module 4: AI Ethics and Bias

- Understanding Ethical Considerations: Examine the Ethical Implications of AI Products and the Responsibility of Product Managers
- Mitigating Bias: Learn Strategies to Identify and Address Bias in AI Algorithms and Products

Module 5: AI Implementation Strategies

- Integration with Existing Products: Explore Methods for Integrating AI Features into Existing Products Seamlessly
- Stakeholder Management: Understand How to Communicate AI Initiatives Effectively with Stakeholders and Gain their Support

Module 6: AI Metrics and Performance Evaluation

- Key Performance Indicators (KPIs): Identify Relevant Metrics for Measuring the Success of AI-driven Products
- Performance Evaluation Techniques: Learn Methods for Evaluating the Performance of AI Models and Products

Module 7: AI Regulation and Compliance

- Regulatory Landscape: Explore Current Regulations and Frameworks Relevant to AI Products
- Compliance Strategies: Develop Strategies to Ensure AI Products Comply with Regulatory Requirements

Module 8: Future Trends in AI and Product Management

- Emerging Technologies: Discuss Upcoming Trends and Technologies Shaping the Future of AI and Product Management
- Strategic Planning: Learn How to Anticipate and Adapt to Future Changes in the AI Landscape to Drive Product Innovation