

ISDN 4200 Product Management

Spring 2024

Instructor

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Teaching Assistant

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Course Description

A product manager can be considered as the CEO of a product line. Interdisciplinary skills are required to deal with the design, technical and business aspects to make the product successful in the marketplace. In this course, students are introduced to the various responsibilities of a product manager. Clear product examples are used to highlight how product managers interface with cross functional team members to make decisions, assess markets and financials, develop strategies and product roadmaps, and seek customer and stakeholder feedback. The importance of soft (or transferable) skills and their development are emphasized throughout the course. The main aim is to get students much more ready for a position in the working world.

General Information

Lectures

Tuesdays and Thursdays 4:30-5:50pm - Rm 5506

Expectations and Goals

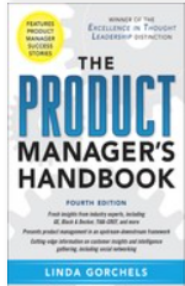
The objective of this course to prepare you to take on a technical management job. We'll discuss the overall scope and responsibilities of the product manager, the work processes and commonly used methodologies and the soft skills needed to do the job effectively.

1. Understand the overall framework for product management
2. Be able to generate ideas and get feedback from others for product development and feature enhancements
3. Be able to develop product strategies and roadmap
4. Learn and understand the importance of different soft or transferrable skills
5. Be able to use financials to assess project/product feasibility
6. Understand the dynamics of a cross functional team
7. Perform preliminary product competitive analysis and market research
8. Be able to document work and make presentations effectively
9. Know yourself better and how to improve on skills required for product management

Course Materials

References (online accessible from HKUST library)

Linda Gorchels, *The Product Manager's Handbook*, 4th Edition, McGraw-Hill, 2011



The Product Manager's Handbook 4/E, 4th Edition

★★★★★ 0 REVIEWS

by [Linda Gorchels](#)

Publisher: [McGraw-Hill](#)

Release Date: [September 2011](#)

ISBN: [9780071773416](#)

Topic: [Product Management](#)



Others:

Steven Haines, *The Product Manager's Survival Guide*, McGraw Hill (2019)

Brian Lawley and Pamela Schure, *Product Management for Dummies*, John Wiley and Sons, Inc. (2017)

Linda Gorchels, *The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management*, McGraw Hill (2003)

Course Schedule

Weeks	Topics	Reading / Web video/
1-2	The role and scope of a Product Manager What goes into a product? Product value and product market fit Product vision Product Manager attributes	Read Chapter 1 of main reference
2-6	New product development process Idea generation process Market research and competitor analysis Project financials and strategy Product launch and marketing actions	TBA from main reference Stage-gate reference Product Case studies
7-12	Business model Product and Technology roadmap Project Management Leadership and People Management Special topic guest speaker	TBA from main reference Business model canvas examples Leadership videos Diversity video
13	Project presentations and discussions	

Grading Policy

Class participation and discussion

Attentive and active participation in class: 15%

- safe to say environment
- no question or comment will be considered “stupid”
- willing to share our own experiences and thoughts

PM Project: including presentation and report: 50%

(To be announced in fourth week of class)

Homework: 35%

- Some reflections
- Some case studies
- Some chances for short presentations in class

Policy on homework

1. You may discuss the homework assignments with other students. In fact, it is encouraged that you interact actively with each other because it will help you understand the materials better. However, the final product must be your own work.
2. Each homework will vary in length and hence carry a different number of points.
3. Seek help early (see the instructor or teaching assistant) if you have questions. Otherwise, you might spend more time than necessary.
4. We will discuss homework problems in class, which counts towards participation grade.
5. The use of AI is permitted but you must reference it in the homework and final project report.