

Product Management

Product Management Pathway Legend

- Foundational Elective
- Specialized or Related Elective
- Capstone Elective
- Related Pathways

*Suggested course in each skill grouping.

Foundational

Product Management
B8636/B7636, 3 credits

Industry Knowledge

*Digital Literacy for
Decision Makers
B8125, 1.5 credits

Generative AI for Business
B8609/B7609, 1.5 credits

Technical Skills

*Business Analytics 2:
Foundations of AI
B8103/B7103, 1.5 credits

Business Analytics 3:
Modern AI, Deep Learning
and Generative AI
B8117/B7117, 1.5 credits

Intro to Databases for
Business Analytics
B8138, 1.5 credits

Python for MBAs
B8154/B7154, 1.5 credits

Programming Generative AI
Applications
B8126/B7216, 3 credits

Customer Centric

*Foundations of Product
Innovation
B8667/B7667, 3 credits

Intro to User Experience
B8622, 1.5 credits

Think Bigger
B8577, 3 credits

Innovate using Design
Thinking
B8662, 3 credits

Go to Market

*Technology Strategy
B8570/B7570, 3 credits

Digital Marketplaces
B8159, 1.5 credits

Digital Marketing
B8679/B8680/B7680, 1.5/3
credits

Growth Hacking
B8610, 3 credits

People Skills

*Managerial Negotiations
B8510/B7510, 3 credits

The Leader's Voice
B8538/B7538, 1.5 credits

Power & Influence
BB531/B7531, 3 credits

Capstone

Digital Product
Management Lab
B8632, 3 credits

Related Pathways

Customer
Insights

Data Analytics
and AI

Leadership

Innovation