

ARTIFICIAL INTELLIGENCE

INTERMEDIATE

5 DAYS

AI Product Management

A practical, end-to-end program designed to help product managers build, scale, and govern AI-powered products. Participants learn how to identify AI opportunities, work with data and ML teams, evaluate AI models in business terms, design ethical and compliant AI products, and take AI features from concept to launch.

Why AI Product Management?

Reduce product risk

Avoid failed AI initiatives by validating data, models, and use cases early.

Responsible AI adoption

Embed ethics, fairness, and governance into product design.

Faster time to value

Apply Agile and Lean methods tailored for AI products.

Business impact

Align AI capabilities with revenue, cost optimization, and customer value.

What you'll be able to do

- ✓ Understand AI fundamentals required for product decision-making.
- ✓ Identify high-impact AI use cases using structured discovery frameworks.
- ✓ Collaborate effectively with data science, ML, design, and legal teams.
- ✓ Evaluate AI models using business-oriented metrics.
- ✓ Design ethical, explainable, and compliant AI products.
- ✓ Create AI product roadmaps, pricing models, and go-to-market strategies.

Who this is for

- Product Managers and Product Owners
- Startup Founders and Innovation Leads
- Aspiring AI Product Managers
- Technical Managers transitioning to product roles
- Business Analysts and Consultants

Curriculum

01 Module 1: AI Foundations and Product Discovery

- Basics of AI and ML for product managers
- Generative AI and large language models
- Product vision, MVP thinking, and roadmap basics
- AI opportunity identification and feasibility assessment
- User research techniques and Jobs-to-be-Done for AI products

02 Module 2: AI Product Lifecycle and Workflow

- Stages of AI product development
- Working with data scientists, ML engineers, designers, and legal teams
- Agile and Lean methods adapted for AI uncertainty
- Experimentation, validation, and human-in-the-loop evaluation

03 Module 3: Data as the Core of AI Products

- Data collection, labeling, and annotation challenges
- Evaluating data quality and readiness
- Bias, fairness, and ethical risks in datasets

04 Module 4: AI and ML Models for Product Managers

- Common AI applications: NLP, computer vision, recommenders
- Generative AI tools such as ChatGPT, Claude, and Gemini
- Model evaluation using business metrics and trade-offs

05 Module 5: Responsible AI and Governance

- Ethics, transparency, and accountability in AI products
- Regulatory overview including EU AI Act and GDPR implications
- Building trust and explainability into AI systems

06 Module 6: Business Models and Monetization

- Pricing strategies for AI products
- Cost management for training, inference, and data pipelines
- Go-to-market strategies for AI-driven offerings

07 Module 7: AI Product Roadmaps and Scaling

- Roadmap planning for AI features
- Scaling from MVP to production systems
- Industry case studies across multiple sectors

08 Module 8: Career Practices and Industry Readiness

- Stakeholder communication and AI storytelling
- Interview preparation for AI product roles
- Building a portfolio with AI product case studies

09 Capstone: From Concept to Launch

- Problem identification and solution framing
- PRD creation with success metrics
- Ethical risk assessment and business model definition
- Final stakeholder pitch presentation