



Course program and reading list

Semester 7 Year 2024

School: Arison School of Business MBA

Data Driven Product Management

Lecturer:

Prof. Oren Zuckerman orenz@runi.ac.il

Teaching Assistant:

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Course No.:	Course Type :	Weekly Hours :	Credit:
25008	Elective	4	2

Course Requirements :	Group Code :	Language:
Final Paper	249627791	English



Course Description

In this course students will be introduced to profession of Product Management (PM) in tech companies. In every session we learn, analyze, and discuss leading methodologies used by product managers in industry, followed by a guest lecture of a PM from B2B or B2C companies, that provides concrete examples and use cases of the methodology in practice. The profession of product management is constantly changing and adapting to the rapidly growing tech industry, and includes both qualitative and quantitative data-informed management processes, as well as key responsibilities of PMs.



Course Goals

Student will learn various methodologies relevant for Product Managers, and will hear

from PMs in industry how to apply these methodologies in practice, in B2B or B2C context.

Topics include:

The PM Roles and Responsibilities (Output vs. outcome)

Product Discovery and dual-track agile

Product Metrics, Product Market-fit, Product Experiments (Plan-Implement-Run-Act)

Product Vision/Mission/Roadmaps

Product teams: different structures

Product-led growth/Sales



Grading

The final grade of the course will be calculated as follows:

a. Individual knowledge surveys 30% - will be sent after every class, to enhance the learning experience.

d. Group final project: 70%



Lecturer Office Hours

Schedule with lecturer



Tutor Office Hours

Schedule with TA



Reading List

Product funnel: Dave McClure Pirate Metrics (AARRR):

<https://www.inc.com/walter-chen/aarr-dave-mcclure-s-pirate-metrics-and-the-only-five-numbers-that-matter.html>

"What Does a Product Manager Do?" by Brent Tworetzky

<https://link.medium.com/Du8cSOGZhS>

Agile, Kanban & Scrum, Oh My: Which Product Management Method Is Right For You?

<https://www.cmswire.com/digital-experience/agile-scrum-kanban-oh-my-which-product-management-process-is-right-for-you/>

Product analytics 101:

<https://www.mindtheproduct.com/2013/02/everything-a-product-manager-needs-to-know-about-analytics/>

Output vs. outcome:

<http://www.innolution.com/blog/output-vs.-outcomemeasuring-business-success-with-agile>

Dual track agile methodology:

<https://medium.com/@emabolo/introducing-dual-track-agile-27a23d12268b>

<https://www.mindtheproduct.com/2017/04/dual-track-agile-messy-leads-innovation/>

Cross functional agile teams:

<http://www.full-stackagile.com/2016/02/14/team-organisation-squads-chapters-tribes-and-guilds/>

Product experience teams:

<https://www.pluralsight.com/blog/career/product-development-experience-team>

Product experiments 101:

<https://www.mindtheproduct.com/2012/08/experiments-101/>