ELECTIVE COURSE NUMBER: PRODUCT MANAGEMENT – SPRING 2021

SC MOATTI
Professor Office Location: N/A
Office Phone: N/A
E-mail: sc@productsthatcount.com
Office Hours: N/A

TEACHING ASSISTANTS
TBD

Communications from professor and teaching assistants about the course will take place through Canvas. Students should make sure they regularly check for announcements and messaging notifications.

COURSE DESCRIPTION
Product Management is both an art and a science. It is also an apprenticeship that is constantly evolving. In this course, students will learn from the best practices of the most senior C/VP-level product minds at the most innovative global companies such as Netflix, Amazon, Microsoft and more. The curriculum is focused on first principles and key questions Product Managers should answer: what makes a great product; what makes a great product manager; leading teams, and products. It blends multiple styles of learning, through the combination of lectures, guest speakers and a group project. This course is available to executive MBA students and no pre-requisite is necessary.

REQUIRED COURSE MATERIALS
Throughout the sessions, various case studies, articles, videos, podcasts, and other materials will be assigned as required content to discuss in class. Further recommended readings are:
- Crossing the Chasm, by Geoffrey Moore
- Marketing Made Simple, by Donald Miller
- Mobilized, by SC Moatti (course instructor)
- Hooked, by Nir Eyal
- Mindset, by Carol Dweck
- Make Peace with Anyone, by David Lieberman
- Primed to Perform, by Neel Doshi & Lindsay McGregor

CONNECTION TO THE CORE
This course is a Marketing elective. It relates to topics taught in the core, e.g., new product development, digital marketing.

CLASSROOM NORMS AND EXPECTATIONS
Students are expected to adhere to CBS Core Culture in this class by being Present, Prepared, and Participating. No electronics, no recording, no sharing/forwarding material, only 1 miss allowed.

COURSE ROADMAP/SCHEDULE
Day 1 (half day):
● 1-4pm: Lecture + Q&A + 1-2 breaks at convenient times
  ○ What makes a great product: we will go over product/market fit, when it applies and why it’s a myth; then we will review the Product Equation, which links features to company KPIs; then we will go over the Product Formula, which distinguishes product managers from project managers and product owners.
● 4-5pm: Group project
  ○ Form groups of 5 (assigned via random zoom breakouts to keep things simple)
  ○ Pick the product you want your project to focus on: make sure it’s a “product that counts”
  ○ Apply the Product Equation and the Product Formula learned in today’s class to your product
Project deliverable: introduce your team, define a “product that counts”, outline how you came to a
group decision on which product to pick, capture the Product Equation and Product Formula for your
product

Day 2:

- 9-12n: Lecture + Q&A + 1-2 breaks at convenient times
  - What makes a great product manager: we will go over the superpowers and tools PMs can use to be
    better versions of themselves at each stage of the product lifecycle; then we will review ways to apply
    the Product Equation to products at different stages of growth; then we will explore ways to prioritize
    features, products and portfolios
- 1-4pm: Guest speakers + Q&A + 2 breaks at convenient times (tentative)
  - Katherine Korns, VP Product at Betterment
  - Sam Scott, Director of Product at Capsule
  - Britt Myers, COO & Head of Product at GameClub, Co-founder & fmr CPO at Homer
- 4-5pm: Group project
  - Project deliverable: list the changes you want to make to your product, prioritize those changes, outline
    how you came to a group decision on how to prioritize, pick 1-3 tools and use them to prototype the
    changes at the top of your priority list

Day 3:

- 9-12n: Lecture + Q&A + 1-2 breaks at convenient times
  - What makes a great product leader: we will go over the strategies to build market-leading products;
    then we will discuss ways to create product-first organization; then we will share simple steps that PMs
    can take to stay sharp on product and keep learning
- 1-2pm: Guest speaker + Q&A (tentative)
  - Renee Niemi, CPO at Products That Count
- 2-4.30pm: Group presentations + 1-2 breaks at convenient times
  - Live presentation must leave at least 1/3 of the time for Q&A
  - Visual presentation must cover the deliverables from Day 1 and Day 2 + include a working prototype for
    your high-priority features
- 4.30-5pm: Class wrap up

METHOD OF EVALUATION

Your grade for this course will be based on the following:

- 50%: Attendance and active participation (1 miss allowed)
- 50%: Group project presentation

ASSIGNMENTS

Group project, see roadmap for details. Note: All of your assignment submissions are subject to the CBS Honor Code.

ATTENDANCE POLICY

Students are required to attend each class. Only 1 miss is allowed.

INCLUSION, ACCOMMODATIONS, AND SUPPORT FOR STUDENTS

At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater
success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the
classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias on the
basis of gender, sexual orientation, race, ethnicity, socioeconomic status, or ability. Students seeking accommodation in
the classroom may obtain information on the services offered by Columbia University’s Office of Disability Services online
at www.health.columbia.edu/docs/services/ods/index.html or by contacting (212) 854-2388.