ELECTIVE COURSE NUMBER: PRODUCT MANAGEMENT - FALL 2020

SC MOATTI
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TEACHING ASSISTANTS
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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 several 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:

- 9-10.15am: Lecture + Q&A
  - Why product/market fit is a myth: Gain an understanding of what product/market fit is and why it’s a moving target for PMs.
- 10.30-11.45am: Lecture + Q&A
  - Why thinking outside the funnel matters: Discover the best approaches to your digital funnels, how you
can expand them, and think outside of them to create more opportunities for success for your products.

- **1-2.15pm: Guest speaker + Q&A (tentative)**
  - Lee Rotenberg, Co-founder & CPO at Ivy
- **2.30-4pm:** Guest speaker + Q&A (tentative)
  - Tim Holley, VP of Product at Etsy
- **4-5pm:** Group project
  - Form groups of 5 (assigned via random zoom breakouts to keep things simple)
  - Pick the project you want your project to focus on: make sure it’s a “product that counts”
  - Project deliverable: introduce your team, define a “product that counts”, outline how you came to a group decision on which project to pick

**Day 2:**

- **9-10.15am:** Lecture + Q&A
  - How to apply the Product Formula: Learn the essential elements of every great product and how you can apply them to the products you’re building.
- **10.30-11.45am:** Lecture + Q&A
  - What PM superpower make a difference and when: There are different types products every PM can use to be faster, more efficient, and more at each stage of the product lifecycle.
- **1-2.15pm:** Guest speaker + Q&A (tentative)
  - Christina Lucey, Director of Product at CreditKarma
- **2.30-4pm:** Guest speaker + Q&A (tentative)
  - Britt Myers, COO & Head of Product at GameClub
- **4-5pm:** Group project
  - Apply the Product Equation and the Product Formula learned in today’s class to your product
  - What PM Superpowers are most needed to make your product successful and why
  - Project deliverable: capture the Product Equation, Product Formula and PM Superpowers for your product

**Day 3:**

- **9-10.15am:** Lecture + Q&A
  - What products PMs need to use: Gain insight from the brightest product minds around to identify the best products for building great products.
- **10.30-11.45am:** Lecture + Q&A
  - How to manage a portfolio: Effectively manage a portfolio of products and features and the knowledge of which ones should get the most focus.
- **1-2.15pm:** Guest speaker + Q&A (tentative)
  - Saad Khastri, CPO at QuadPay, fmr Sr. Director of Product at CapitalOne
- **2.30-4pm:** Guest speaker + Q&A (tentative)
  - Sam Scott, Director of Product at Capsule
- **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

**Day 4:**

- **9-10.15am:** Lecture + Q&A
  - How to get internal alignment: Becoming a product-first organization requires a cultural transformation and this module will help you learn how to do it.
- **10.30-11.45am:** Lecture + Q&A
  - How to build a high-performance team: PMs don’t only need to build great products, they have to build great teams. Discover some of the best methods for achieving a high-performance team.
- **1-2.15pm:** Guest speaker + Q&A (tentative)
  - Thomas Daly, Head of Product at Samsung NEXT
- **2.30-4pm:** Guest speaker + Q&A (tentative)
Day 4:

- Katherine Kornas, VP Product at Betterment

4-5pm: Group project
- Finalize your presentation: both content and delivery
- Presentation must include 1 slide for each of the topic listed below:
  - Introduction to your team
  - Definition of a “product that counts”
  - Your chosen product and how you came to a group decision on it
  - The Product Equation for your product
  - The Product Formula for your product
  - What PM Superpowers are required to make your product successful
  - The prioritized changes you want to make to your product
  - How you came to a group decision on how to prioritize

Day 5:

- 9-10.15am: Lecture + Q&A
  - How to stay sharp on product: Product Management is an apprenticeship that requires continued learning to be great. We’ll share three ways to not only be great, but to become a product leader.
- 10.30-11.45am: Final prep for your group project
  - Pair up with another group
  - Practice your presentation in front of the other group, capture and incorporate their feedback
- 1-4.30pm: Group presentations, each group gets 20 min total:
  - 2 min: intro by your peer group (the one you rehearsed with)
  - 10 min: presentation
  - 8 min: Q&A
- 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.