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TripleTen AI Product Management

Transform complete beginners into job-ready AI Product Managers with a strong foundation in both traditional product management and AI-specific skills, demonstrated through a comprehensive portfolio

20 weeks | Online | Part-time

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TripleTen AI Product Management

20 weeks | Online | Part-time

Transform beginners into job-ready Product Managers who use AI effectively, understand how it works, and can be smart buyers and clients of AI teams—with a portfolio

Tools

ChatGPT | Claude | Replit | Lovable | Figma

Sprint 1.
Foundations & The PM Role

Weeks 1-2

Introduction to the tech industry, the PM role, and the basic concepts of AI/ML

Sprint 1. AI PM Foundations & Your First Prompt

Weeks 1-2

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Define what product managers do and why they're essential. Understand the PM skill set and career paths.	What is a Product Manager? Role Definition and Responsibilities. Types of PMs. The PM Skill Set. The PM Career Ladder.	PM Skills Self-Assessment.
AI/ML Concepts	Grasp basic technical concepts and terminology. Understand the high-level process of how software is built.	The Tech Ecosystem. Business Models in Tech. How Softwar is Built.	Tech Industry Glossary. Build personal reference guide.
Execution/Deliverables	Understand the structure and dynamics of the tech industry. Learn how PMs collaborate with cross-functional teams.	The Product Development Lifecycle. Key Stakeholders. Working with Engineering, Design, and Business.	Company Analysis Research and present on a tech company's business model.
Career/Industry	Understand the structure and dynamics of the tech industry. Learn about different types of tech companies and business models.	Tech Industry Culture. A Day in the Life of a Product Manager.	Shadow Exercise Analyzea product you use daily from a PM perspective.

	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Define what PMs do and why they matter. See how AI is transforming PM work.	What is a Product Manager: role, types, career paths. How AI changes PM work: which skills gain value, which automate. The PM as the glue of the team.	PM Skills Self-Assessment AI-assisted: student fills in, AI analyzes gaps
AI Skills Lab (Hands-On)	Set up AI tooling. Master basic prompting techniques.	Setting up your stack: ChatGPT / Claude Five prompting techniques: role setting, context, chain-of-thought. What AI can and cannot do today.	Prompt Engineering Lab 10 tasks from Sprint 1—write prompts with role, context, constraints to summarize products, markets, competitors; generate hypotheses and ideas; analyze companies with AI.
Execution & Deliverables	Understand the product development lifecycle and key stakeholders.	Product Development Lifecycle overview. Key Stakeholders: Engineering, Design, Data Science, ML Engineering. How software is built: Frontend, Backend, APIs, Databases (high-level)	Company Analysis Research an AI-first company using AI tools. Portfolio-ready 1-pager.
Career & Industry	Understand the tech industry structure and AI's place in it.	Tech industry: startups vs. enterprise. Business models: SaaS, Marketplace, AI-native. AI industry landscape: foundation models, AI apps, AI infra. A Day in the Life of an AI PM.	Shadow Exercise Analyze an AI product you use daily from a PM perspective.

Sprint 2. Discovery, Problem Framing & AI Opportunity

Weeks 3-4

Deep dive into user research, strategic product thinking, and identifying AI-driven opportunities

Sprint 2. Discovery, Problem Framing & AI Opportunity

Weeks 3-4

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Develop strategic product thinking mindset. Learn foundational PM frameworks. Understand problem space vs. solution space.	Strategic Product Thinking. Problem Space vs. Solution Space Analysis. Jobs-To-Be-Done Framework. Lean Startup Principles.	Framework Application Apply JTBD to a product you use.
AI/ML Concepts	Understand AI capabilities and limitations in the context of user problems.	AI Capabilities Identifying User Needs vs. Wants for AI features.	Problem Space Analysis Identify a problem worth solving that could be solved by AI.
Execution/Deliverables	Learn user research methodologies. Create user personas and journey maps. Case Study Milestone: Research & Discovery.	User Research Methods. Creating User Personas. User Journey Mapping. Validating Assumptions with Real Users.	Conduct 3 User Interviews. Create User Personas and Journey Map. Case Study Deliverable 1 Begin user research and competitive analysis for your chosen case study.
Career/Industry	Understand customer needs and pain points.	Customer-Centric Product Development. Empathy in Product Management.	Stakeholder Alignment Exercise defining success metrics with a hypothetical team

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	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Develop strategic product thinking Distinguish problem space from solution space	Strategic Product Thinking Problem Space vs. Solution Space. Jobs-To-Be-Done Lean Startup: Build-Measure-Learn When AI is the right solution—and when it is not	**Framework Application** Apply JTBD to an AI product.
AI Skills Lab (Hands-On)	Use AI for user research Understand AI capabilities and limitations	AI-assisted user research: analyzing reviews, synthesizing interviews, generating hypotheses AI Tool Landscape categories of AI tools (writing, research, design, coding, analytics) and how to evaluate them	**AI-Assisted Discovery** Conduct 3 user interviews, load transcripts into Claude/ChatGPT, extract insights. This deliverable shows user research skills—a key hiring signal in PM interviews. **Problem Space Analysis** Identify a problem worth solving with AI
Execution & Deliverables	Learn UX research methods Create personas and journey maps	User Research Methods Interviews, surveys, observation Creating User Personas (manual + AI-assisted) User Journey Mapping Validating assumptions with real users	**Case Study Deliverable 1** User research + competitive analysis for chosen AI product. User Personas and Journey Map.
Career & Industry	Understand customer-centric approach Learn success and counter-metrics	Customer-Centric Product Development Empathy in PM AI embracers vs. AI skeptics Attitudinal segmentation	**Stakeholder Alignment Exercise** Define success and counter-metrics with a team. For each metric, note risks of over-optimization.

Sprint 3. Strategy, Roadmapping (V1) & AI Essentials

Weeks 5-6

Core product strategy, initial roadmapping, and a deeper introduction to the mechanics of AI/ML.

Sprint 3. Market Research, Strategy & How AI Actually Works

Weeks 5-6

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Master discovery techniques to find high-value opportunities. Learn to balance user needs with business viability.	Product Discovery Process. Opportunity Assessment Framework. Market Research. Competitive and SWOT Analysis. Balancing Desirability, Viability, and Feasibility.	Competitive Analysis Report. Opportunity Assessment for a product idea.
AI/ML Concepts	Understand what AI is and how it works (non-technical overview). Learn the history and evolution of AI.	What is Artificial Intelligence? AI vs. ML vs. Deep Learning vs. Gen. AI. Brief History of AI. How AI "Learns".	AI Concept Explanation Write a simple explanation of a core AI concept (e.g., "What is a Neural Network?") for a non-technical audience.
Execution/Deliverables	Build strategic product roadmaps (V1). Master basic prioritization frameworks.	Product Vision and Strategy Alignment. Types of Roadmaps. Prioritization Frameworks.	Build a Product Roadmap (V1) using a basic prioritization framework.
Career/Industry	Align stakeholders around product vision.	Roadmap Communication. Stakeholder Management and Buy-In.	Stakeholder Communication Exercise (Drafting a roadmap announcement email).

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	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Master discovery and opportunity assessment Build strategy with AI context	Product Discovery Process Market Research: TAM, SAM, SOM Deep Competitive Analysis Feature matrices, positioning maps, SWOT Market sizing with AI tools Balancing Desirability, Viability, Feasibility	Competitive Analysis Report for an AI product niche. Opportunity Assessment.
AI Skills Lab (Hands-On)	Understand how AI learns pre-training, post-training, fine-tuning, RAG. Know when to use what Understand data foundations for AI products	How LLMs work: pre-training, post-training, RLHF RAG: what it is and when to use it Fine-tuning vs. prompting: tradeoffs Models landscape: GPT, Claude, Gemini, open-source Understanding AI as a Buyer Build vs. buy, API vs. off-the-shelf, questions for AI vendors.	AI Concept Explanation Write an explanation of RAG, fine-tuning, or why data quality matters for AI products—for a non-technical audience. Hands-on Build a simple RAG pipeline using no-code tools.
Execution & Deliverables	Build a first product roadmap Learn prioritization basics	Product Vision and Strategy Alignment Roadmap Types: Now-Next-Later Prioritization: MoSCoW, RICE (condensed) Roadmap Communication	Build Product Roadmap (V1) for a product of your choice
Career & Industry	Communicate strategy to stakeholders	Roadmap Communication The AI mindset shift Ask what is possible, then design around it	Stakeholder Communication Exercise Draft a roadmap announcement.

Sprint 4. Data, Metrics & Ethical AI (V1)

Weeks 7-8

Data-driven decision making, defining success metrics, and the initial consideration of ethical AI.

Sprint 4. Roadmapping, Metrics & AI Product Design

Weeks 7-8

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Learn to make evidence-backed product decisions. Understand key product metrics and analytics.	Moving from Intuition to Data-Driven Decisions. Key Product Metrics. North Star Metric: Defining Success. Qualitative vs. Quantitative Data	Metrics Dashboard Design for a product.
AI/ML Concepts	Understand the ethical implications of AI (V1). Learn about data requirements for AI models.	Ethical AI (V1): Bias, Fairness, Transparency. Data Requirements: Training Data, Data Quality, Data Labeling.	Ethical AI Analysis (V1) Identify one potential ethical risk for your chosen case study.
Execution/Deliverables	Design and run basic experiments. Case Study Milestone: Strategy & Planning.	A/B Testing. Hypothesis Formation and Testing. Statistical Significance.	Design an A/B Test Experiment for a feature. Case Study Deliverable 2 Finalize the Product Strategy, Roadmap (V2), and Key Metricsfor your case study's MVP.
Career/Industry	Work with product analytics and learn to make decisions based on numbers and data.	Analytics Tools. Data-Driven Culture	Data Analysis Exercise Interpret a simple A/B test result and recommend a course of action.

	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Make data-driven decisions Define key metrics for a product	Data-Driven Decisions Key Product Metrics: AARRR (condensed) North Star Metric AI-specific metrics Acceptance rate, AI engagement rate Why the best AI features may reduce time-in-app.	Metrics Dashboard Design for an AI product.
AI Skills Lab (Hands-On)	Design UX for both AI-native and traditional products Understand when AI is overkill	AI Product Design Trust, Transparency, Error Handling, Graceful Degradation Traditional UX vs. AI-native UX AI-Assisted PM Workflows Using AI for competitor analysis, market sizing, data synthesis, presentation prep	UX Design Exercise Design user flows for both an AI-native feature and a traditional feature Compare when AI adds value vs. when simpler is better.
Execution & Deliverables	Design and run basic experiments Case Study Milestone: Strategy & Planning	A/B Testing basics Hypothesis Formation Small, invisible AI features often have bigger impact than flagship AI launches.	Case Study Deliverable 2 Finalized Product Strategy, Roadmap (V2), Key Metrics.
Career & Industry	Work with product analytics.	Analytics Tools overview Mixpanel, Amplitude, PostHog.	Data Analysis Exercise Interpret an A/B test result for a product feature.

Sprint 5. Agile, Execution (V1) & ML Deep Dive

Weeks 9-10

Introduction to Agile methodologies, writing user stories, and a deeper dive into Machine Learning types.

Sprint 5. Rapid Prototyping & Agentic Engineering

Weeks 9-10

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Understand Agile methodologies and their application. Master sprint planning and backlog management.	Agile Principles and Values. Scrum Framework. Kanban. Sprint Planning and Estimation. Backlog Grooming and Refinement.	Sprint Planning Exercise.
AI/ML Concepts	Understand the different types of Machine Learning. Grasp the concept of model lifecycle.	Supervised vs. Unsupervised vs. Reinforcement Learning. Model Lifecycle.	ML Type Application Identify which ML type is best suited for 3 different product features.
Execution/Deliverables	Write clear Product Requirement Documents (V1). Write clear user stories.	Writing User Stories. The Purpose of PRDs (V1). PRD Structure.	Write 10 User Stories with Acceptance Criteria. Write a Basic PRD (V1) for a non-AI feature.
Career/Industry	Learn to work effectively with development teams.	Daily Stand-ups, Sprint Reviews, and Retrospectives. Velocity and Capacity Planning. Working with Engineering.	Agile Retrospective Write a reflection on a recent team project (school, work, or personal) using a retrospective format.

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	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Understand rapid prototyping as a PM skill Learn to validate ideas fast	Why PMs need prototyping skills Rapid validation From idea to testable prototype in hours The spectrum of prototype fidelity When to prototype vs. when to write a spec.	Prototype Planning Document Scope, audience, success criteria for your two prototypes
AI Skills Lab (Hands-On)	Build working prototypes using AI tools Master agentic engineering (vibe coding) for PM use cases.	Agentic Engineering (vibe coding) Building prototypes with Replit, Bolt, Lovable. Prompt templates for prototyping AI-Assisted PM Workflows Using AI for competitor analysis, market sizing, data synthesis, presentation prep.	Prototype A Build a non-AI product prototype (landing page, onboarding flow, or simple tool) using vibe coding tools Prototype B Build an AI-powered feature prototype (smart search, recommendation, content generator) Prompt Iteration Log for both
Execution & Deliverables	Create portfolio-ready prototypes that demonstrate PM + technical skills.	Prototyping as a portfolio piece What interviewers want to see Comparing AI vs. non-AI product approaches User testing your prototypes.	Two working prototypes (Landing page + AI feature) with a short write-up comparing the PM approach for each. Portfolio-ready
Career & Industry	Understand how prototyping skills differentiate you in PM interviews	Why hiring managers value PMs who can prototype. The rise of the “technical enough” PM Demonstrating initiative with working demos	Prototype Showcase Present both prototypes with a brief PM narrative (problem, approach, what you learned).

Sprint 6. Advanced Roadmapping, AI Feature Design & Technical PRDs

Weeks 11-12

Advanced prioritization,
the unique aspects of designing
AI-powered features, and writing
comprehensive technical PRDs.

Sprint 6. Agile, Execution & Working with AI Teams

Weeks 11-12

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Master advanced prioritization frameworks. Balance short-term wins and long-term vision.	Advanced Prioritization Frameworks. Managing Technical Debt vs. New Features. Saying "No" Gracefully.	Build a Product Roadmap (V2) using the Kano or ICE framework.
AI/ML Concepts	Understand the unique UX/UI challenges of AI products. Learn about data pipelines and model deployment.	AI Product Design: Trust, Transparency, Error Handling. Data Pipelines and Feature Stores. Model Deployment and Infrastructure.	AI Feature Wireframe Create a wireframe (using a tool like Figma/ Miro) for an AI feature, focusing on user trust and error states.
Execution/Deliverables	Write clear and comprehensive Product Requirement Documents (PRDs) (V2). Create effective product specifications for AI features.	PRD Structure (V2): Requirements, Success Metrics, Edge Cases, Error Handling. User Stories vs. Technical Requirements. Documentation Best Practices.	Write a Complete PRD (V2) for a complex feature, including edge cases and success metrics.
Career/Industry	Communicate effectively with engineering, design, and business stakeholders	Stakeholder Management. Roadmap Communication.	Stakeholder Negotiation Exercise Write a script for negotiating a scope change with an engineering lead.

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	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Understand Agile and its adaptation for AI Master backlog management	Agile Principles (condensed) Scrum Framework, Sprint Planning, Backlog Grooming How Agile changes for AI products Faster iterations, fuzzy acceptance criteria	Sprint Planning Exercise Simulated, with AI context
AI Skills Lab (Hands-On)	Understand evals and how to interpret them Write effective AI briefs for ML teams Spot and manage AI hallucinations	What are evals A systematic way to measure and improve an AI application Eval types Human, Code-based, LLM-as-Judge—what they are and when used How to read and interpret eval results as a PM How to Write AI Briefs Defining ML/AI team needs, AI behavior, and PM tests Hallucination Awareness What hallucinations look like, how to spot them	AI Brief Lab Brief for an ML/AI team (define expected behavior, success criteria, test cases) Review an eval report and summarize findings for stakeholders
Execution & Deliverables	Write User Stories and basic PRDs.	Writing User Stories with acceptance criteria PRD Structure (V1) Accounting for non-determinism in acceptance criteria	Write 10 User Stories with acceptance criteria for a feature. Write Basic PRD (V1)
Career & Industry	Work effectively with dev teams in an AI context	Daily Stand-ups, Sprint Reviews, Retros Working with ML Engineers vs. Software Engineers How to communicate requirements, what questions to ask Being a good client to AI/ML teams Set realistic expectations, understand timelines, give useful feedback	Agile Retrospective Reflect on the sprint

Sprint 7. Advanced Data, Model Evaluation & AI Product Strategy

Weeks 13-14

Advanced experimentation, the specific metrics for evaluating AI models, and the strategic implications of AI

Sprint 7. Financial Modeling, Ethics & Technical PRDs

Weeks 13-14

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Apply advanced A/B testing concepts. Understand the strategic implications of AI on product strategy.	Advanced A/B Testing. Product Strategy in the Age of AI. Blue Ocean Strategy.	A/B Test Analysis (Advanced) Analyze a complex A/B test with multiple variables and recommend a launch decision.
AI/ML Concepts	Evaluate AI capabilities, limitations, and ethical considerations (V2). Learn to measure model performance.	Model Evaluation Metrics. Model Drift and Retraining. AI Capabilities and Limitations (V2).	Model Evaluation Plan Define the success metrics and model evaluation metrics for your chosen case study.
Execution/Deliverables	Design, launch, and iterate on AI-powered products. Case Study Milestone: AI Feature Design & Launch Plan.	The AI Product Development Lifecycle. Designing for AI. Launch Planning and Go-to-Market Strategy (V1).	Case Study Deliverable 3 Finalize the AI Feature Design, Model Evaluation Plan, and Draft Launch Plan (V1) for your case study.
Career/Industry	Navigate the AI product manager interview process (V1: Data & Technical).	Technical Interview Questions. Communicating AI concepts to non-technical teams.rum Framework.	Mock Interview (V1) Practice answering technical and data-related PM interview questions.

	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Master product financial modeling Learn advanced prioritization	Product P&L Unit economics (CAC, LTV, margin), cost modeling for AI features (API costs, compute) Making go/no-go decisions with financial data Advanced Prioritization Managing Technical Debt vs. New Features	Build a basic P&L / Unit Economics Worksheet for your case study product Build Product Roadmap (V2) with advanced prioritization
AI Skills Lab (Hands-On)	Evaluate AI vendors Understand AI ethics essentials (compressed) Set guardrails	AI Vendor Evaluation TCO, integration complexity, security and compliance checklist Ethical AI Essentials (compressed) Bias Mitigation, Explainability, Privacy Legal frameworks: GDPR, AI Act (overview) Guardrails and Safety	AI Vendor Evaluation Exercise Evaluate 3 AI tools for a specific PM use case (features, pricing, integration, security)
Execution & Deliverables	Write complete PRDs for AI features (V2), including eval plans and edge cases	PRD Structure (V2) Requirements, Success Metrics, Eval Plan, Edge Cases, Error Handling, Fallback Scenarios User Stories vs. Technical Requirements for ML Documentation Best Practices	Complete AI PRD (V2) Including eval metrics, data requirements, fallback plan. Portfolio-ready.
Career & Industry	Communicate with engineering and business stakeholders Negotiate scope	Stakeholder Management Communicating with engineering and business stakeholders Negotiation and Conflict Resolution Saying No Gracefully Workshop: 3 role-play scenarios	Stakeholder Negotiation Exercise Script for discussing a scope change with an ML engineer

Sprint 8. Execution, Go-to-Market & Ethical AI (V2)

Weeks 15-16

Full product execution, launch planning, and a deep dive into the ethical and legal landscape of AI.

Sprint 8. Product Strategy, Monetization & Go-to-Market

Weeks 15-16

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Align stakeholders around product vision (V2). Manage the product through its lifecycle.	Product Vision and Strategy Alignment. Product Lifecycle Management.	**Product Lifecycle Analysis** Analyze a well-known product and propose a strategy for its next phase.
AI/ML Concepts	Evaluate AI capabilities, limitations, and ethical considerations (V3). Understand the legal and compliance landscape.	Ethical AI (V3): Bias Mitigation, Explainability, Privacy, and Security. Legal and Compliance.	**Ethical AI Analysis (V2)** Propose a bias mitigation and transparency strategy for your case study.
Execution/Deliverables	Build and prioritize product roadmaps (V3). Write clear and comprehensive PRDs (V3).	Roadmapping (V3). PRD (V3). Go-to-Market Strategy (V2).	**Case Study Deliverable 4** Final Go-to-Market Strategy (V2) and Final PRD (V3) for your case study.
Career/Industry	Communicate effectively with engineering, design, and business stakeholders.	Working with Data Science and AI Engineering Teams. Balancing User Needs, Business Goals, and AI Constraints.	**Stakeholder Presentation** Prepare a presentation summarizing the final strategy and launch plan for your case study.

	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Manage a product through its lifecycle Know when to kill a product Understand monetization	Product Lifecycle Management: Growth, Maturity, Decline When to Kill a Product Signal detection, stakeholder communication, sunsetting plan Monetizing features Direct vs. indirect, usage-based vs. seat-based pricing Product Strategy in the Age of AI Competitive dynamics, defensibility	Product Lifecycle Analysis Propose a strategy for a mature product adding AI. Include kill criteria
AI Skills Lab (Hands-On)	Use AI agents for PM workflows Build your team's AI toolkit	AI Agents What they are, how they work, how PMs can use agents for their own work AI Tool Stack for PM Teams Building your AI toolkit, selecting tools, managing costs.	AI Agent Exercise Launch an AI agent for a PM task (e.g., automated user feedback analysis)
Execution & Deliverables	Finalize roadmap (V3) and PRD (V3) Create a GTM strategy	Roadmapping (V3) Aligning AI/ML research with business goals PRD (V3): final version Go-to-Market Strategy Pricing, distribution, marketing for AI products Branding features as AI-powered to increase engagement	Case Study Deliverable 4 Final GTM Strategy + Final PRD (V3) + AI Monetization Model
Career & Industry	Communicate AI concepts to cross-functional teams Present product strategy to mixed audiences	Communicating AI concepts to non-technical teams Communicating with engineering and business stakeholders Presenting to mixed audiences The AI PM solves the right problem, not just builds features	Stakeholder Presentation Present your GTM strategy to a mixed audience of engineers, designers, and business leaders

Sprint 9. Career Preparation & Portfolio Building

Weeks 17-18

Dedicated career preparation, interview practice, and final portfolio refinement.

Sprint 9. Career Preparation & Portfolio Building

Weeks 17-18

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Final review of all PM frameworks and concepts.	Review of PM Fundamentals.	PM Frameworks Review Quiz
AI/ML Concepts	Final review of all AI/ML concepts and their application in product.	Review of AI/ML Essentials.	AI/ML Concepts Review Quiz
Execution/Deliverables	Finalize the comprehensive case study. Prepare for the final presentation.	Portfolio Building: Structuring your case study for maximum impact. Presentation Skills: Storytelling, Data Visualization, Handling Q&A.	Case Study Deliverable 5 Complete the full written case study document and presentation slides.
Career/Industry	Navigate the AI product manager interview process (V2).	Interview Preparation. Networking and Job Search Strategy. Salary Negotiation.	Mock Interview (V2) Practice answering behavioral and product sense interview questions.

	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Final review of all PM + AI frameworks	**Review** Strategy, Research, Data, Roadmapping, AI Vendor Selection, AI Governance. **Monetizing features** Direct vs. indirect, usage-based vs. seat-based pricing **Product Strategy in the Age of AI** Competitive dynamics, defensibility	PM + AI Frameworks Review Quiz
AI Skills Lab (Hands-On)	Final review of all AI skills and their application	**Review** Prompting, Prototyping, AI Tool Evaluation, AI Briefs, Agents, AI Adoption	AI Skills Review Quiz **Build a Personal AI Copilot** Set up a custom GPT/Claude Project for PM work
Execution & Deliverables	Finalize the case study Prepare for the final presentation	**Portfolio Building** Structuring your case study for maximum impact **Presentation Skills** Storytelling, Data Visualization, Handling Q&A	Case Study Deliverable 5 Complete written case study document + presentation slides
Career & Industry	Navigate the PM interview process All formats (behavioral, product sense, estimation, technical, AI-specific).	**Complete PM Interview Prep** behavioral (STAR method), product sense (product design, improvement), estimation (market sizing), technical/data questions **AI-specific questions as a specialization layer** **Networking and Job Search Strategy. Salary Negotiation** **Soft skills as the biggest competitive advantage for PMs in an AI world**	Mock Interview (full-format) Comprehensive mock covering behavioral, product sense, estimation, technical, and AI-specific questions. Peer feedback included

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Sprint 10.
Capstone & Final Presentation

Weeks 19-20

Final capstone project presentation and program conclusion.

Sprint 10. Capstone & Final Presentation

Weeks 19-20

	Learning Outcomes	Topics	Assignments & Deliverables
Product Management Fundamentals	Demonstrate end-to-end product development skills.	Final review of all program concepts.	Final Program Review
AI/ML Concepts	Present a comprehensive case study that demonstrates end-to-end product development skills.	Final review of AI application in product.	Final AI Concept Review
Execution/Deliverables	Case Study Milestone: Final Presentation.	Final Presentation: Delivering the pitch, handling technical and business questions.	Case Study Deliverable 6 Final Capstone Presentation.
Career/Industry	Navigate the AI product manager interview process and land a PM role.	Job Search Strategy and Post-Graduation Plan.	Final Portfolio Submission All deliverables compiled.

	Learning Outcomes	Topics	Assignments & Deliverables
Product & AI Fundamentals	Demonstrate end-to-end product development skills	Final Program Review AI Product Trends and What's Next Product Strategy in the Age of AI	Final Program Review
AI Skills Lab (Hands-On)	Showcase AI skills mastery in the final presentation	Final AI Skills Showcase Live demo of AI prototype, eval dashboard, agent	Live Demo preparation
Execution & Deliverables	Case Study Milestone: Final Presentation	Final Presentation Delivering the pitch, handling technical and business questions Peer Review and Feedback	Case Study Deliverable 6 Final Capstone Presentation
Career & Industry	Prepare a job search plan for AI PM roles	Job Search Strategy Post-Graduation Plan AI PM Community and Continuous Learning	Final Portfolio Submission all deliverables compiled Personal Job Search Plan

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Learning Outcomes Summary

Learning Outcomes	Sprints Covered
Understand the tech industry landscape, organizational structures, and product development lifecycles	1 2 5 6
Define and execute product strategy using industry-standard frameworks	2 3 4 8
Conduct user research, validate assumptions, and make data-driven decisions	2 4 7
Plan work in accordance with product metrics, define metrics and counter-metrics	4 7
Work with product analytics and learn to make decisions based on numbers and data	4 7
Build and prioritize product roadmaps using modern methodologies	3 5 6 8

The original learning outcomes are now integrated across the 10 sprints

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AI Tool Stack

Free Tiers

Usage in Program	Tools
LLM Chat / Prompting Daily: research, analysis, brainstorming, eval writing, PRD drafts	ChatGPT, Claude, Gemini
AI Prototyping Building working AI feature prototypes (Sprint 4+)	Replit, Lovable, Bolt.new
Design UI/UX wireframes, user flows (complements vibe coding)	Figma
AI Agents Automating PM tasks: feedback analysis, report generation (Sprint 8+)	Custom GPTs, Claude Projects
Analytics / Evals Eval design, data analysis, metrics dashboards	Google Sheets, Phoenix
Presentation Case study presentations, stakeholder decks	Gamma, Google Slides

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Learning Outcomes	Sprints Covered
Write clear Product Requirement Documents (PRDs) and user stories	5 6 8
Apply AI and machine learning concepts to product development	3 5 7
Evaluate AI pros, cons, and ethics.	2 4 7 8
Launch and iterate AI products.	6 7 8
Communicate effectively with engineering, design, and business stakeholders	1 6 8
Master the AI PM interview process to secure a role.	7 9 10
Show a case study in their portfolio that demonstrates product development skills.	2 4 7 8 10

Learning Objectives by Sprint

Weeks 1–2

Sprint 1: AI PM Foundations & Your First Prompt

1. Describe the PM role, responsibilities, and how AI is transforming PM work
2. Set up an AI toolkit (ChatGPT, Claude) and apply 5 core prompting techniques
3. Explain the product development lifecycle, key stakeholders, and basic software architecture

Weeks 3–4

Sprint 2: Discovery, Problem Framing & AI Opportunity

1. Apply JTBD and Lean Startup frameworks; distinguish when AI is the right solution and when it isn’t
2. Conduct AI-assisted user research: synthesize interviews, generate hypotheses, build personas and journey maps
3. Evaluate AI tools across categories and define success metrics aligned with stakeholders

Capstone Project Milestones

The capstone project is now integrated across 6 deliverables, ensuring continuous application of the spiral learning

Deliverable 1 Sprint 2

Research and Discovery

User Research & Competitive Analysis (V1)

Deliverable 2 Sprint 4

Strategy and Planning

Finalized Product Strategy, Roadmap (V2), and Key Metrics

Deliverable 3 Sprint 7

AI Feature Design and Launch Plan

AI Feature Design, Model Evaluation Plan, and Draft Launch Plan (V1)

Deliverable 4 Sprint 8

AI Feature Design and Launch Plan

Final Go-to-Market Strategy (V2) and Final PRD (V3)

Deliverable 5 Sprint 9

Final Presentation

Complete Written Case Study Document and Presentation Slides

Deliverable 6 Sprint 10

Final Presentation

Final Capstone Presentation and Portfolio Submission

Weeks 5–6

Sprint 3: Strategy, Roadmapping & How AI Actually Works

1. Conduct competitive analysis and opportunity sizing (TAM/SAM/SOM) for an AI niche
2. Explain at a conceptual level how LLMs work, and distinguish RAG vs. fine-tuning vs. prompting with their trade-offs
3. Understand AI data foundations: training data, labeling, quality, bias, and pipelines conceptually
4. Build a product roadmap (Now-Next-Later) with MoSCoW/RICE prioritization and communicate it to stakeholders

Weeks 7–8

Sprint 4: Roadmapping, Metrics & AI Product Design

1. Define key metrics for AI products (North Star, AARRR, AI specific) and design A/B tests for AI features
2. Apply AI-native and traditional UX principles (trust, transparency, error handling, graceful degradation); understand when AI adds value vs. when simpler is better
3. Interpret A/B test results and recognize phantom PMF

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Comparison to Original Structure

Original	Spiral	Benefit of Spiral
PMF taught in Weeks 5-9	PMF taught in Sprints 1 2 3 4 5 6 7 8	**Retention** Concepts are reinforced and built upon over 10 sprints.
AI/ML taught in Weeks 10-13	AI/ML introduced in Sprints 1 Deepened in Sprints 3 5 7 8	**Relevance** AI is integrated from the start, helping students frame problems with an AI lens.
Case Study starts in Weeks 4 Ends in Weeks 20	Case Study starts in Sprint 2 Ends in Sprint 10	**Application** Apply new skills to the capstone project for better quality.
Career Prep taught in Weeks 18-20	Career Prep taught in Sprints 1 7 9 10	**Job Readiness** Interview skills and portfolio building allow practice and feedback before job search.

Weeks 9–10

Sprint 5: Rapid Prototyping & Agentic Engineering

1. Build two working prototypes (non-AI landing page + AI-powered feature) using vibe coding tools
2. Master prompt iteration for prototyping and document the process in a Prompt Iteration Log
3. Compare AI vs. non-AI product approaches and present prototypes with a PM narrative

Weeks 11–12

Sprint 6: Agile, Execution & Working with AI Teams

1. Explain eval types (Human, Code-based, LLM-as-Judge) and interpret eval results as a PM
2. Write AI briefs for ML teams with expected behavior, success criteria, and test cases; spot and address hallucinations
3. Write user stories with AI-specific acceptance criteria that account for non-determinism
4. Write a basic PRD (V1) and work effectively with ML Engineers and Software Engineers

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Weeks 13–14

Sprint 7: Financial Modeling, Ethics & Technical PRDs

1. Build a product P&L and unit economics worksheet (CAC, LTV, margin, AI costs)
2. Evaluate AI vendors on TCO, integration, security; apply Ethical AI essentials (bias, explainability, privacy, GDPR, AI Act)
3. Write a complete AI PRD (V2) with eval plan, edge cases, fallback scenarios; negotiate scope with stakeholders

Weeks 15–16

Sprint 8: Product Strategy, Monetization & Go-to-Market

1. Use AI agents for PM workflows and build an AI tool stack for the team
2. Manage a product lifecycle including kill criteria; choose a monetization model and develop a GTM strategy
3. Communicate AI strategy to cross-functional teams; present GTM plan to mixed audiences

Weeks 17–18

Sprint 9: Career Preparation & Portfolio Building

1. Build a Personal AI Copilot (custom GPT/Claude Project) and demonstrate mastery of all PM + AI frameworks
2. Structure a case study for maximum portfolio and interview impact
3. Complete a full-format mock interview (behavioral, product sense, estimation, technical, AI-specific); prepare a job search strategy

Weeks 19–20

Sprint 10: Capstone & Final Presentation

1. Deliver an end-to-end product strategy presentation with live AI demo and case study walkthrough
2. Give and receive constructive peer feedback
3. Compile a complete portfolio with all AI artifacts and a personal post-program development plan

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