



Course program and reading list

Semester 6 Year 2023

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	239627791	English



Course Description

Schedule clarification:

- The Data Driven product Management (DDPM) course is 6 sessions on Sundays at 4-7, just as all Sunday classes.

In this course students will be introduced to the new profession of Data-Driven product management in an internet/mobile company. The course will focus on practical methodologies and techniques used by leading product managers in internet companies. The profession of product management has changed in the last few years, and is now a strategic role that involves team management, product ownership, and most important - data-driven strategic thinking that drives growth through iterative cycles of hypothesis-making, A/B testing, and team leadership towards well-defined KPIs.



Course Goals

Student will learn the following topics:

- What is product management
 - What is product analytics
 - The main concepts in data-driven product management (DDPM)
 - The essential stages of DDPM: Plan-Implement-Run-Act
 - How to run product experiments
 - Output vs. outcome
 - Cross functional agile teams
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Grading

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

- Individual knowledge quizzes 30% - knowledge quiz will be sent after every class, to enhance the learning experience.
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 - Group final project: 70%
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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/Du8cS0GZhS>

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/>