

The University of Texas at El Paso
Google Tech Exchange – Spring 2023
CS 4390 – Product Management

TechX - Product Management 101 Syllabus

Spring 2023

Lecture Schedule & Instructors

	Section A	Section B	Section C
Times	Monday & Wednesday: 10:10 - 11:30 AM PST 1:10 - 2:30 PM EST	Monday & Wednesday: 2:40 PM - 4:00 PM PST 5:40 PM – 7:00 PM EST	Tuesday & Thursday: 4:00 PM - 5:20 PM PST 7:00 PM-8:20 PM EST
Co-Instructor	Reena Lee (she/her) reena@google.com		
Co-Instructor	Utsav Lathia (he/him) uts@google.com	Jaime Williams (he/him) jaimewilliams@google.com	Ilen Zazueta-Hall (she/her) ilen@google.com
Faculty Instructor	Nayda Santiago, PhD naydag.santiago@upr.edu	Prof. Amos Y Johnson Jr Amos.Johnson@morehouse.edu	Prof. Lei Qian lqian@fisk.edu

Credit Hours: 3

Office Hours: Office hours are an optional time to meet with instructors, ask any questions you may have about the course lectures, assignments, readings, PM pathways, or anything else that the instructors can support you on. You are welcome to meet with any of the instructors, not limited to only instructors from your section.

Day	Time	Instructor	Details
Monday	11:30 AM-12:00 PM PST	Utsav Lathia	Google Meet link : https://meet.google.com/pew-rcgw-bdr Or dial: (US) +1 253-289-7016 PIN: 821 679 007 57# More phone numbers: https://tel.meet/pew-rcgw-bdr?pin=3016586649502
Tuesday	10:00-10:30 AM PST	Reena Lee	Meeting ID meet.google.com/cgm-cvbc-vtt Phone Numbers (US)+1 617-675-4444 PIN: 959 545 083 1442# More phone numbers
Wednesday	4:30-5:00 PM PST	Ilen Zazueta-Hall	Video call link: https://meet.google.com/nfj-dybk-swj

			Or dial: (US) +1 507-570-0069 PIN: 854 686 627# More phone numbers: https://tel.meet/nfi-dybk-swj?pin=4236722855734
Thursday	10:00-10:30 AM PST	Reena Lee	Meeting ID meet.google.com/cgm-cvbc-vtt Phone Numbers (US)+1 617-675-4444 PIN: 959 545 083 1442# More phone numbers
Friday	9:00-9:30 AM PST	Jaime Williams	Google Meet Link Or dial: (US) +1 253-289-6838 PIN: 974 910 832 40# More phone numbers: https://tel.meet/mcq-wtnk-bhs?pin=8830537398723

1. General Course Information

Current Catalog Description:

Provides a broad introduction to product management (PM), including customer discovery, strategy, pitching, requirements definition, and defining/using metrics. Allows students to develop the skills required to obtain and execute an entry-level position in industry through individual and group assignments.

Prerequisites by Topic:

There is no prerequisite for this course.

2. Learning Resources

- Cracking the PM interview (provided by Tech Exchange program)
- Readings will be sent out weekly and posted on Google Classroom:
 - Section A Google Classroom ([link](#))
 - Section B Google Classroom ([link](#))
 - Section C Google Classroom ([link](#))

2.2 Department Resources

None

3. Aims, Objectives, & Program Outcomes

3.1 Course Aims

This course aims to teach students to

- Understand what a product manager (PM) does and what their role is
- Learn product skills including customer discovery, strategy, pitching, requirements definition, leveraging UX resources, and defining/using metrics
- Learn management skills such as influence without authority, negotiation, and having difficult conversations
- Develop PM interviewing skills & confidence
- Practice these skills by creating an end-to-end product plan

3.2 Learning Objectives

Upon completing this course, students will be able to:

1. Identify, understand, and articulate key user needs
2. Create hypotheses and plan user research studies
3. Work with designers to define product requirements and develop effective prototypes, including understanding of UX design process and tools
4. Write a product requirements document (PRD)
5. Learn how to interview for a PM position
6. Create a compelling product pitch
7. Understand influence and working with people as a PM
8. Define and explain success metrics
9. Understand different functions in a product org, such as UX and engineering

3.3 Relationship between Learning Objectives & Program Outcomes

- A. An ability to apply theoretical knowledge of product management to developing a product plan
- B. An ability to apply management and soft skills to deal with interpersonal situations

4. Teaching & Learning Activities

4.1 Learning Activities

- Bi-weekly lecture series - a detailed overview can be found in section 4.2
- Weekly readings, to be completed prior to each lecture

- Weekly individual and group homework assignments, to be completed after lecture - a detailed overview can be found in section 5

4.2 Major Topics Covered in the Course

Course Schedule - PM 2023				
Week of	Class	Topic	Assigned	Due
1/11	1	Course Introduction & Logistics Community Building	Project Pref Form	
		<i>No Class on Mon/Tues (MLK Day)</i>		
1/16	2	Introduction to Product Management Product Development Process		Project Pref Form
1/23	3	PM Panel - What is a PM? Project Groups Product Vision	Product Vision	
	4	How & Who to Influence - Written Communication		
1/30	5	User Discovery & Personas	Market Requirements Document (MRD)	Product Vision
	6	UX Research		
2/6	7	Product Requirements		Market Requirements Document (MRD)
	8	Building Inclusive Products		
2/13	9	Design Sprints & Sketching		
	10	UX Panel + Wireframing	Wireframing	
		<i>No Class Mon/Tues (President's Day)</i>		
2/20	11	Product Pitch + How & Who to Influence - Spoken Communication	Product Pitch	Wireframing
2/27	12	Product Strategy		
	13	Group Pitch Preparation and Practice Sessions		
3/6	14	Roadmap / Release Strategy		
	15	Product Requirements Documents (PRD)	PRD	Product Pitch
3/13		<i>No Classes (Spring Break)</i>		
		<i>No Classes (Spring Break)</i>		

3/20	16	Product Metrics - Part I		
	17	Product Metrics - Part II		
3/27	18	PRD review + PRD preparation		
	19	APM (Associate Product Management) Recruiting		PRD [Draft]
4/3	20	PM Interviewing - Product		
	21	PM Interviewing - Analytical		
4/10	22	Final presentation preparation	Final Presentation	PRD [Final]
	23	"Building Your Product" Panel		
4/17	24	In-Class Final Presentations		Final Presentation
	25	In-class Final Presentations		Final Presentation
4/24	26	Product VP/Director Ask-Me-Anything Panel		
	27	Course Recap and Takeaways		

NOTE: The instructors reserve the right to change the course content, omit parts of the topics listed above or introduce new material midstream to supplement the course text.

5 Assessment

5.1 Assessment Summary

Assessments will be a mix of individual and group work. You will be working with the same group of 3-4 students throughout the semester; groups will be assigned by Week 3. Assignments are due at the start of lecture on the due date through Google Classroom. Dates may be subject to change, but changes will be communicated in advance.

Assignment	Task details	% Weight of Assignments Grade
Project preferences and ideas (individual)	Complete project preferences form on areas of interest, project ideas, and collaboration styles. Grading is binary (1 if you did it, 0 if you didn't).	2.5%
Product Vision	Write a vision statement for your product	5%

(group)		
Market Requirements Document (MRD) (individual)	Write a market requirements document for your product (max 5 pages)	10%
Wireframing (group)	Create low fidelity sketches of your product and put them into a slide deck (max 5 slides)	10%
Product Pitch	Prepare a 2-minute pitch of your product (as a group), to be given to the class and a panel of judges (max 5 slides)	15%
PRD [Draft]	Draft a product requirements document for your product, integrating the work from your MRD, pitch deck, and wireframes (max 6 pages, but some of it will be copied from your previous assignments). For review by classmates for feedback. Grading is binary (1 if you did it, 0 if you didn't).	5%
Mock interview	Schedule two mock interviews by March 25th and complete at least one by April 13th	2.5%
PRD [Final]	Finalize your Product Requirements Document [PRD].	20%
Final presentation draft	Presentation should include: user need, market research, product features, wireframes, success metrics, and PR plan. Max 15 minutes. For review by PM course leaders. Grading is binary (1 if you did it, 0 if you didn't).	5%
Final presentation	Give your final presentation to the class.	25%

How Data in the Course is used to Assess Program Outcomes (unless adequately covered already in the assessment discussion under Criterion 4)

We directly assess program outcomes by mapping all homework and participation to the course outcomes.

5.2 Course Grading

The assignments, presentations, and class participation contribute significantly to your grade. Specifically, your final course grade will be calculated as follows:

- Assignments / presentations: 72%

- Readings and reflections: 8%
- Class / group participation: 20%

The course will be graded on a curve, with the average grade being 90%. This allows us to control for the clarity and difficulty of the assignment. E.g., if the highest assignment grade is a 5/10, 5/10 will become an A.

Students are responsible for completing their assignments with their project groups. Students are expected to contribute an equal share of time and effort to their project. Students who do not do so and do not have an approved excuse prior to the submission of the assignment, will see drops in their participation grades.

Class & group participation

Participation, both in class and within the project group, counts as 20% of students' grades. There are many ways for students to participate:

- Speaking up in class
- Posting comments in the chat in class
- Responding to in-class polls
- Filling out post-class surveys
- Proposing project ideas
- Doing mock PM interviews
- Participating in discussions with project coaches
- Contributing to the course project
- Posting questions / ideas on Classroom

This course is participation-heavy because being a PM requires engaging in discussions, asking questions, and providing feedback and critiques. We also believe the socratic learning style is most likely to benefit students' growth.

If you have connectivity issues that you're worried will impact your in-class participation, please let your instructors know.

5.3 Policy on submission, late assignments, projects, and make-up exams:

- All assignments must be entered and submitted to the Classroom at the beginning of lecture on the due date.
- If you need to request an extension for exceptional circumstances, [fill out this form](#).
- Regarding late submissions: **Late submissions will not be accepted unless previously agreed upon by the instructors.** We use many of these assignments during class, so having them completed by the lecture date and time is important. That said, we know

the nature of the COVID-19 pandemic makes turning in assignments on time somewhat difficult (due to connectivity issues, family emergencies, etc.). Instructors will work with students to ensure that they are able to complete their work satisfactorily. In all situations, students should reach out to their instructors and their project coach. In some cases, instructors & project coaches may choose to operate on the honor system or may request additional information from the student (e.g., a doctor's note).

- Students may submit assignments late if an emergency occurs. If possible, students should notify instructors & their project coach at least 12 hours before the deadline. Students will work with instructors and project coaches to determine an appropriate deadline for extensions.
- Due to the nature of remote learning, students are excused from late submissions due to connectivity issues.
- No make-up presentations will be allowed unless there is a bona-fide written doctor's excuse or other emergency. In the event that such an excuse is accepted, the deadline will be extended to the number of days specified in the excuse. As always, coordinate with instructors & project coaches for extensions on presentations.
- Regrading requests must be sent within a week of the date the graded material was returned to the class. Requests for regrading or any questions regarding graded material will not be accepted after that time. Any graded material that is not picked up within two weeks after distribution will be discarded.
- No extra work requests are accepted. Grades will only be calculated based on the marking scheme.

5.4 Attendance policy:

You are expected to and should attend classes regularly and complete all assignments on time. Class attendance may be a factor in determining your participation grade. If you must miss a class, it's a good idea to let your instructor know in advance or as soon thereafter as possible. If you don't explain your absence, your instructor may assume you don't care about the class or your grade. Coming to class late three times will be counted as one class absence, later than 10 minutes will also be counted as one class absence. Students are required to attend class during the regularly scheduled tests and the final exam unless prior arrangements have been made.

Students can use laptops and phones to participate in class, since the class is operating remotely. However, students must focus on the class and may not use laptops or phones for anything other than participating in class, unless necessary for class work or as part of the student's accommodations (see section 6 below). This does mean that students are expected to take notes on paper most of the time, where appropriate. Students are also expected to keep their camera on during class, unless they have connectivity issues or a living / family situation

that does not allow them to do so. If you are unable to keep your camera on during class, please notify your instructors in advance by email, so they're aware of your situation and don't mistake your camera being off for lack of attention.

Lectures will be recorded for students with connectivity issues only.

5.5 Plagiarism Policy

All instances of plagiarism will be directed to the student's university administration, which will conduct the appropriate hearings.

6. Notices

The Americans with Disabilities Act requires institutions to accommodate the needs of persons with disabilities. If you need special arrangements such as sign language interpreters or audiotapes of lectures, please fill out [this form](#) and someone from the Tech Exchange team will contact you.