PRODUCT MANAGEMENT | Program Topics

The Product Management program curriculum covers the following topics:

**Topic 1 | Innovation Capabilities**
- Introducing the Berkeley Haas Innovation Model
- Assess and understand your business’s innovation capabilities
- Plan improvements to your innovation capabilities

**Topic 2 | Peer Coach Program**
- Meet, teach, and learn from your classmates
- Create meaningful insights into your business and action plans to implement when you return to work
- Create ongoing mutual coaching relationships

**Topic 3 | Evaluating Your Business Model**
- Learn to use the product management canvas to understand the context for your product and the dynamics of your business over time.
- Clarify your product management canvas with a particular focus on your value proposition and customer segment definitions relative to your competitors
- Learn to resist feature lists and embrace value creation for customers

**Topic 4 | Innovating Business Models**
- Innovating Business Models
- Use the product management canvas
- Tools for generating alternative business models
- Analyze the impact of trends on your business model

**Topic 5 | Customer-Focused Design**
- Develop a deeper understanding of customer and user needs through ethnography
- Generate and present customer insights for your product team
- Use insights to create better customer experiences

**Topic 6 | Data-Based Decision-Making**
- Perform or commission research that drives meaningful business decisions
- Appropriate research methods for various questions at hand
- Key performance indicators and effective metrics

**Topic 7 | Pricing Strategies**

Visit the program page at: https://executive.berkeley.edu/programs/product-management
• How price communicates value to the customer
• Develop a comprehensive and responsive pricing strategy
• Estimate customers willingness to pay
• Analyze the role of costs, customer price sensitivity, and competition on pricing

**Topic 8 | Segmentation and Targeting**
• Segmentation techniques and their fundamental differences
• Experiment with new customer segmentation schemes
• Evaluate market segments to ensure they are measurable, accessible, differentiable, substantial, and actionable
• Assess the effects of alternative segmentation schemes on your business model canvas

**Topic 9 | Engaging Your Product Team**
• Use the Team Dynamics Assessment to discover how your team can work better together
• Approaches to better manage your product team
• Cultivate psychological safety (highly correlated to effectiveness when the work has a high uncertainty and interdependence)

**Topic 10 | Negotiation and Influence**
• Techniques for collaborative and competitive negotiations
• Tools to enhance your influence
• Neutralize negotiation gambits and getting the process quickly back on track
• Assess, document, and improve your team’s decision-making process

**Topic 11 | The Product Life Cycle**
• The art of self-disruption: preserve your business by embracing disruptive products (that aren’t yours)
• Product adoption curves: identify where your product falls on the curve and what that means for future product decisions

**Topic 12 | Product Portfolio Planning & Roadmapping**
• Product lifecycle management and balancing the needs of new markets against that of serving your existing customers
• The latest research on product roadmaps and adding customer experience design as a grounding element for building roadmaps
• Portfolio Management Challenges

**Topic 13 | Storytelling for Innovation**
• Uncover and create a compelling customer story
• Storytelling techniques that generate excitement and buy-in
• Evaluating and telling your story

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