



Short Syllabus

Course Title	Credits
Introduction to Product Management	2
Lecturer	
Ido Viron	
Contact details	
Idoviron3@gmail.com , Office hours: Thursdays 17:00 with scheduling in advance.	
Semester	
fall	
Short Description	
<p>Product Management is a key role in a product’s success. Product Managers face both business and technological challenges in technology companies.</p> <p>In this course we’ll learn about products and answer the following questions: What’s a product’s life cycle? Why is the high-tech industry worth so much money? And what exactly does a Product Manager do?</p> <p>We’ll learn about markets, business models, customers, user stories, and competitors. In addition, we will learn strategies of lean startups, Agile Development and Minimum Value Products, Growth Hacking, Roadmaps and Product stages, Market Requirement and Product Requirement Documents.</p>	
Final grade components	
<p>Minor assignments: 20% of the grade.</p> <p>Midterm: Presentation 15% of the grade.</p> <p>Final requirement: Final paper. 5-6 pages [1250-1500 words, double spaced] 45% of the grade.</p> <p>Participation: 20% of the grade.</p>	
Attendance	
Attendance is mandatory. Students are permitted a maximum of three unauthorized absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.*	
Academic Conduct	
Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else’s work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously	



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received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.*

Final assignment

Exam dates and submission deadlines are published on the Liberal Arts website. Courses with a final exam also have a second make-up exam. Students requiring an extension for a final paper must submit an Academic Committee Request Form to the Liberal Arts office in advance of the deadline. Late papers will be subject to a point deduction.*

Additional requirements

None

* See Liberal Arts academic handbook for further details