Spring 2023: Product Management

SCET - Sutardja Center for Entrepreneurship & Technology

Disclaimer: Syllabus/Schedule are subject to change.

Course:	ENGIN 183D
Credit:	3 units
Format:	3-hour lecture / discussion / team projects / industry speakers
Time/Location:	Thursday 5-8 PM, 310 Jacobs Hall
Seats:	60 seats for all Majors, including 15 seats for Global Students, across Junior, Senior, and Graduate levels. ***All applicants must complete a survey.*** ● Cal Students should receive enrollment decisions by mid-December 2022 and early-January 2023. ● Global Students should receive enrollment decisions in January 2023, after also completing a Concurrent Enrollment Application.
Instructor:	Derek S. Chan (derekschan@berkeley.edu)
Course Coordinators:	Aria Yang (aria.yang@berkeley.edu) René Martinez Doehner (19martinez7395@berkeley.edu) Sepehr Khosravi (sepehr9000@berkeley.edu)
Global Programs Manager:	Ricardo Rodríguez I. (rrodriguezi@berkeley.edu)

Overview:

Product Managers play an increasingly critical role in modern technology companies. They are charged with ensuring an organization is laser focused on creating valuable and highly usable products and services, to address pain-points and unmet-needs for their target customers. Good Product Managers develop a deep empathy for the end-user. They identify and define solutions which will create new business opportunities. They build effective relationships across all levels in an organization. They know how to motivate cross-functional teams and manage complex development processes to deliver world-class products. They are highly data and metrics driven; to validate products, measure performance, and iterate on improvements.

In this class, you will learn essential Product Management skills by putting theory into practice, on a product or idea of your choosing. You will learn techniques to accelerate product success and avoid common mistakes. You will work in a team comprising of students from engineering, design, business and other backgrounds. This will simulate real-world cross-functional environments where people with different skills collaborate to build a successful product.

The course is recommended for any student who wants to explore life as a Product Manager, may work in a related field closely with Product Managers, or is interested in exploring a career that spans many aspects of business and technology.

Attendance:

The course is designed around teamwork and participation. Mandatory class attendance is to your benefit. If you miss three or more lectures without advanced permission from a Course Coordinator, you will not pass.

Grading:

Group Assignments: 50% *(5 submissions)*

Around the 3rd week, you will form groups of 5-6 and stay in these groups for the remainder of the semester. You will study a product or idea of your choosing throughout the semester. Each assignment builds upon course material and previous assignments. Prompts – including instructions, due dates, and a rubric – will be provided when the assignment is set. Assignments and their grade weighing are noted below. Feedback and grading on group assignments 1-2 and 3 are performed via an interactive team walk-through with an instructor.

Group Assignment	Due Date	% of Grade
1: Understanding your Customer	02/16	10%
2: Scoping your MVP	02/23	5%
3: Customer Validation and Feedback (Parts 1 and 2)	03/10 03/24	15%
4: Building your Own Backlog + Prototypes	04/13	5%
5: Final Presentations	04/27	15%

Individual Assignment ("Stay Current"): 20% *(13 submissions)*

You will complete a small amount of weekly research, self-learning, reflection, online collaboration, and surveys. Creativity is encouraged – written posts, videos, podcasts – critically analyzing what you are learning through the course.

Participation: 30% *(active class involvement)*

Your participation grade is based on quality of contribution you make each class – including active discussion, preparation for in-class exercises, asking thoughtful questions, providing other class members feedback, and overall engagement. Special class activities are noted in the syllabus below. You will receive a zero for any week you are absent without prior permission.

All assignments will be submitted digitally on bCourses. Deadlines will be outlined in assignment handouts. Late submissions receive a mark-down or may not be accepted.

Please read the **Grading FAQ** as well, including the grading option on page 5.

Instructor:

Derek S. Chan values empowering each other and has been an artificial intelligence (AI) product leader, helping Bill.com and Automation Anywhere reach their highest-ever customer satisfaction and/or revenue growth, plus #1 AP Automation 2020-21 and the IT World Award 2018. He was AI Product Director at Bill.com, now explores greater personal challenge and meaning through his own startup, and has taught students in popular SCET courses — Product Management and Data-X.

Whether or not AI is involved, Derek is passionate about mentoring people from diverse backgrounds with valuable product management skills, including validating the root of customer problems before, during, and after development. He is an alum of UC Berkeley's Master of Information and Data Science program, where he co-received the Hal R. Varian Award followed by an informal Google partnership, while also working at Yahoo! (which acquired BrightRoll).

Office Hours:

Derek is available Thursdays 8:00-8:30 PM after class at Jacobs Hall 310, or by appointment for in-person or video-based meetings, on any course-related or professional/career topic. Two feedback sessions per team on group assignments will also be scheduled during the semester.

Required Texts:

Once your enrollment is confirmed, you will be required to purchase "*The Influential Product Manager*". Course Chapters and exercises will be assigned weekly.

Course Structure & Status:

The course is designed around a highly participatory model. Lectures will include the following:

- interactive lecture or special guest (aided by a short presentation)
- class activity or discussion to apply the skills being learned
- group-work and mentorship on group assignments

The typical workload of group and individual work outside of class is 6 hours per week.

Schedule:

This is a broad outline of the expected dates and course material, which is subject to change.

5 of 14 classes are expected to include industry guests to support your learning experiences.

Jan 19: Introducing Product Management (Week 1)

Introductions. The role of Product Managers. Product Manager skills. Working in teams.

Activities: "SnapChat vs. Insta vs. Tiktok"; "Getting to Know You"; *Individual Assignment*: "Stay Current"

Jan 26: Product Ideas: Think Like a Product Manager (Week 2)

Four Mindsets to making ideas robust. Common pitfalls. Value Propositions and Differentiators.
Activities: "Making Ideas Robust", "Product Proposals"

Feb 2: Understanding Your Customer (Week 3)

Target Customers. Problem Statements. Competitors and Alternatives. Risks. Team allocations.
Activity: "Five Key Questions"; *Group Assignment 1*: "Understanding Your Customer" (10% of grade)

Feb 9: What Original iPhone can Teach us about Product Management (Week 4)

The Product Specification. Steps to define a product solution.
Activity: "Building iPhone"; *Group Assignment 2:* "Scoping Your Product" (5% of grade)

Feb 16: The Product Organization (Week 5)

Special Guest Panelists discuss their experiences, then serve as Mentors to student groups. Cross-Functional Teams. Leading through Influence.
Activity: "Get Mentored!"

Feb 23: Don't Just Build the Product Right… Build the Right Product! (Week 6)

Product discovery and validation. Mock-ups, prototypes. In-field research and usability testing.
*Activities: "*Interview Questions*", "*Figma Interactive Designs*"; Group Assignment 3:* "Product Discovery and Customer Validation"(15%)

Mar 2: Effective Product Development Processes (Week 7)

Iterative (Agile) Development. SCRUM roles, ceremonies, artifacts, estimation, velocity. Pitfalls.
Activities: "Practicing Agile"

Mar 9: Customer Interviews "Field Trip"

At least 1.5+ hours free time on your own (whether in or out of the classroom) to work further on Assignment 3 customer interviews and prototypes. Attendance taken.

Mar 16: Making Scope-Time-Quality Tradeoffs (Week 8)

Scope-Time-Quality Framework. Handling scope creep. Delivery commitments. Ensuring quality.
Activity: "The Time-to-Market Game Show"; "Making Tradeoffs"

Mar 23: Mastering Product Requirements (Week 9)

User Stories and Attributes. Breaking down stories. Acceptance Criteria. The Product Backlog.
*Activity: "*Moon Vacations"; *Group Assignment 4*: "Build Your Product Backlog" (5% of grade)

(Mar 30: Spring Recess – no class held)

Apr 6: Three-Two-One… Launch (Week 10)

Types of Launch – deployments, betas, market. Partnering with Product Marketing.
Activities: "Stop-The-Press: PR Competition"

Apr 13: Measuring Product Performance (Week 11)

Recommended metrics and tools – flows, value, LTV, funnels, NPS. Attributes of useful metrics.
Activities: Prototype Demos; "Five-key Metrics"; "Business Model Brainstorm"

Apr 20: Product Planning and Optimization (Week 12)

Product Roadmaps. Prioritization techniques. Special Guest Judges mentor student groups.
Activities: Dry Runs for Final Presentations; "Collaborative Prioritization"

Apr 27: Putting It All Together (Week 13)

Finals with Special Guest Judges. A team selected to represent 183D at Collider Cup.
Activities: Awards Ceremony; *Group Assignment 5*: Final Presentations (15% of grade)

Course Evaluations

At the end of the term, students will be asked to fill out an evaluation to give feedback about the course on what hasn't and/or has helped their learning experiences. SCET values and appreciates student responses, which are used to better understand and improve our courses. Students are strongly encouraged to submit the evaluations.

Scheduling Conflicts

Please notify Course Coordinators in writing as soon as possible about any known or potential extracurricular conflicts. We will try our best to help you with making accommodations, but cannot guarantee them in all cases.

Student Code of Conduct & Academic Integrity

Berkeley honor code: Everyone in this class is expected to adhere to this code: "As a member of the UC Berkeley community, I act with honesty, integrity, and respect for others."

Student Conduct: Ethical conduct is of utmost importance in your education and career. The instructors, the College of Engineering, and U.C. Berkeley are responsible for supporting you by enforcing all students' compliance with the Code of Student Conduct and the policies listed in the CoE Student Guide. The Center for Student Conduct is set up to support you when you have been affected by actions that may violate these community rules. This includes an organized and transparent process, student participation in the process, mechanisms for appeals, and other mechanisms to protect fairness (https://sa.berkeley.edu/conduct).

Academic Integrity: Any assignment submitted by you and that bears your name is presumed to be your own original work that has not previously been submitted for credit in another course unless you obtain prior written approval to do so from your instructor. In all of your assignments, you may use words or ideas written by other individuals, but only with proper

attribution. To copy text or ideas from another source without appropriate reference is plagiarism and will result in a failing grade for your assignment and usually further disciplinary action. For additional information on plagiarism, self-plagiarism, and how to avoid it, see the Berkeley Library website.

If you are not clear about the expectations for completing an assignment or taking a test or examination, be sure to seek clarification from your instructor beforehand. Anyone caught committing academic misconduct will be reported to the University Office of Student Conduct. Potential consequences of cheating and academic dishonesty may include a formal discipline file, probation, dismissal from the University, or other disciplinary actions.

Inclusion: We are committed to creating a learning environment welcoming of all students. To do so, we intend to support a diversity of perspectives and experiences and respect each others' identities and backgrounds (including race/ethnicity, nationality, gender identity, socioeconomic class, sexual orientation, language, religion, ability, etc.). To help accomplish this:

- If you feel like your performance in the class is being impacted by a lack of inclusion, please contact the instructors, your ESS advisor, or the departmental Faculty Equity Advisor (list and information at: https://diversity.berkeley.edu/faculty-equity-advisors). An anonymous feedback form is also available at https://engineering.berkeley.edu/about/equity-and-inclusion/feedback/.
- If you have a name and/or set of pronouns that differ from your legal name, designate a preferred name for use in the classroom at: https://registrar.berkeley.edu/academic-records/your-name-records-rosters.
- If you feel like your performance in the class is being impacted by your experiences outside of class (e.g., family matters, current events), please don't hesitate to come and talk with the instructor(s). We want to be resources for you.
- We are all in the process of learning how to respect and include diverse perspectives and identities. Please take care of yourself and those around you as we work through the challenging but important learning process.
- As a participant in this class, recognize that you can be proactive about making other students feel included and respected.

Student Accommodations

We honor and respect the different learning needs of our students, and are committed to ensuring you have the resources you need to succeed in our class. If you need accommodations for any reason (e.g. religious observance, health concerns, insufficient resources, etc.) please discuss with your instructor or academic advisor how to best support you. We will respect your privacy under state and Federal laws, and you will not be asked to share more than you are comfortable sharing. The disabled student program is a related resource, listed below. UC Berkeley is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with me.

If you have a disability, or think you may have a disability, you can work with the Disabled Students' Program (DSP) to request an official accommodation. The Disabled Students' Program (DSP) is the campus office responsible for authorizing disability-related academic accommodations, in cooperation with the students themselves and their instructors. You can

find more information about DSP, including contact information and the application process here: dsp.berkeley.edu. If you have already been approved for accommodations through DSP, please meet with me so we can develop an implementation plan together.

Students who need academic accommodations or have questions about their accommodations should contact DSP, located at 260 César Chávez Student Center. Students may call 642-0518 (voice), 642-6376 (TTY), or e-mail dsp@berkeley.edu.

Prevention of Harassment and Discrimination

The University is committed to creating and maintaining a community dedicated to the advancement, application and transmission of knowledge and creative endeavors through academic excellence, where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of discrimination, harassment, exploitation, or intimidation. For more information on related policies, resources and how to report an incident, see the Office for the Prevention of Harassment and Discrimination (OPHD) website.

Safety and Emergency Preparedness/Evacuation Procedures

As class activities may keep you on campus at night, check out the Cal's Night Safety Services website for details on the University's comprehensive free night safety services. See the Office of Emergency Management website for details on Emergency Preparedness/Evacuation Procedures. The UC Berkeley Police Department website also has information regarding safety on campus. Dial 510-642-3333 or use a Blue Light emergency phone if you need help.

Grievances

If you have a problem with this class, you should seek to resolve the grievance concerning a grade or academic practice by speaking first with the instructor. Then, if necessary, take your case to the SCET Chief Learning Officer, SCET Faculty Director, IEOR Department Chair, and to the College of Engineering Dean, in that order. Additional resources can be found on the Student Advocate's Office website and the Ombuds Office for Students website.

SCET Certificate in Entrepreneurship & Technology

This class can be used towards requirements to earn the SCET Certificate in Entrepreneurship & Technology. For details on the certificate requirements and other opportunities to engage with the Center, see the SCET website.

Support during Remote Learning:

We understand that your specific situation may present challenges to class participation. Please contact the instructors if you would like to discuss these and co-develop strategies for engaging with the course.

The Student Technology Equity Program (STEP) is available to help access a laptop, Wi-Fi hotspot, and other peripherals (https://technology.berkeley.edu/STEP).

You will be alerted as to when synchronous sessions are about to be recorded. If you prefer not to be recorded, you may turn your video and microphone off.

Please set your Zoom name to be the name you would like the instructors to call you. You may optionally include your personal pronouns.

Please set your Zoom picture to an appropriate profile picture of you to foster a sense of community and enhance interactions. If you are not comfortable using an image of yourself, you may use an appropriate picture of an avatar.

We encourage participating with your video on to foster a sense of community and enhance interactions. However, we understand that some students are not comfortable with video or may not be able to participate by video.

Additional Resources

See the Student Affairs website for more information on campus and community resources.

Center for Access to Engineering Excellence (CAEE)

The Center for Access to Engineering Excellence (227 Bechtel Engineering Center;

https://engineering.berkeley.edu/student-services/academic-support) is an inclusive center that offers study spaces, nutritious snacks, and tutoring in >50 courses for Berkeley engineers and other majors across campus. The Center also offers a wide range of professional development, leadership, and wellness programs, and loans iclickers, laptops, and professional attire for interviews.

Counseling and Psychological Services

University Health Services Counseling and Psychological Services staff are available to you at the Tang Center (http://uhs.berkeley.edu; 2222 Bancroft Way; 510-642-9494) and in the College of Engineering (https://engineering.berkeley.edu/students/advising-counseling/counseling/; 241 Bechtel Engineering Center), and provide confidential assistance to students managing problems that can emerge from illness such as financial, academic, legal, family concerns, and more. Long wait times at the Tang Center in the past led to a significant expansion to include a 24/7 counseling line at (855) 817-5667. This line will connect you with help in a very short time-frame. Short-term help is also available from the Alameda County Crisis hotline: 800-309-2131. If you or someone you know is experiencing an emergency that puts their health at risk, please call 911.

The Care Line (PATH to Care Center)

The Care Line (510-643-2005; https://care.berkeley.edu/care-line/) is a 24/7, confidential, free, campus-based resource for urgent support around sexual assault, sexual harassment, interpersonal violence, stalking, and invasion of sexual privacy. The Care Line will connect you with a confidential advocate for trauma-informed crisis support including time-sensitive information, securing urgent safety resources, and accompaniment to medical care or reporting.

Ombudsperson for Students

The Ombudsperson for Students (102 Sproul Hall; 642-5754; http://students.berkeley.edu/Ombuds) provides a confidential service for students involved in a University-related problem (academic or administrative), acting as a neutral complaint resolver

and not as an advocate for any of the parties involved in a dispute. The Ombudsman can provide information on policies and procedures affecting students, facilitate students' contact with services able to assist in resolving the problem, and assist students in complaints concerning improper application of University policies or procedures. All matters referred to this office are held in strict confidence. The only exceptions, at the sole discretion of the Ombudsman, are cases where there appears to be imminent threat of serious harm.

UC Berkeley Food Pantry

The UC Berkeley Food Pantry (#68 Martin Luther King Student Union; https://pantry.berkeley.edu) aims to reduce food insecurity among students and staff at UC Berkeley, especially the lack of nutritious food. Students and staff can visit the pantry as many times as they need and take as much as they need while being mindful that it is a shared resource. The pantry operates on a self-assessed need basis; there are no eligibility requirements. The pantry is not for students and staff who need supplemental snacking food, but rather, core food support.

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