Product Management & Entrepreneurship

Lecturer: Pavlovskiy Evgeniy, C.Sc

Semester: 3   **Duration**: 18 weeks

Workload (h): 144   **Presence** (h + CH): 64 (8)   **Self-Study** (h): 72

Contents: The content of the course takes the range of questions related to the data-informed product development

Background and relations to other courses: nothing.

Main topics and learning objectives:

Themes	Learning objectives
MVP	To be able to create main value proposition
Business model canvas	To know business model canvas, to be able to fill up BMC table of an example product
UX and customer focused design	To know how to get a clear understanding of user and customer needs
Communication with stakeholders	To know methods of communication with stakeholders, to know how many in-depth interviews are needed
Market Research	To know how to hire an external research, and to know how to perform market research
Digital Marketing	To know digital marketing tools
Investments, fundraising, crowdsourcing	To know to make a business plan, to be able to pitch the project, to be able to present business plan to investor

Assessment:

Formative: in interaction with lecturer and tutor during learning period. Solving four business cases.

Summative:

Number and Type; Connection to Course	Duration	Part of final mark in %
Oral Exam	90 min	60%
Course Assignments		40

Learning outcomes:

Academic: Understand your users and analyze the market to build a product that is both desirable and viable, to create a product roadmap, to effectively communicate with stakeholders

Prerequisites for Credit Points: The credit points will be granted when the course has been successfully completed, i.e. all parts of the examination are passed.