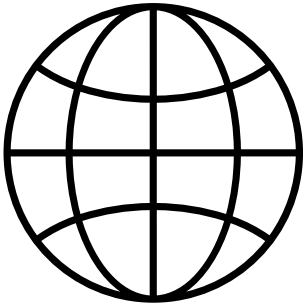# PRODUCT HQ

BECOME A CERTIFIED AI PRODUCT MANAGER

- ONLINE -TRAINING - CERTIFICATION

SYLLABUS AND COURSE OVERVIEW

AI PRODUCT MANAGEMENT

AI Product Management involves using artificial intelligence and machine learning technologies to develop and manage products. This requires a deep understanding of both technology and business strategy. AI Product Managers identify opportunities for innovation, conduct market research, and define product roadmaps. They work closely with development teams to ensure successful product launches and responsible design, taking into account issues such as bias and privacy. As AI technology advances, AI Product Managers drive innovation and shape the industry.

CAREER GROWTH

Interest in product management has more than doubled in the last 5 years. According to Glassdoor product management was the 10th best job in the United States in 2022.

SALARY ESTIMATES

In the United States, the average base pay for a product manager is $142,332 per year.

GROWTH

AI Product Management is set to experience explosive growth, with AI projected to contribute up to $15.7 trillion to the global economy by 2025. As AI technology becomes more widely adopted, the demand for skilled AI Product Managers will soar, making it an exciting and promising field to pursue.
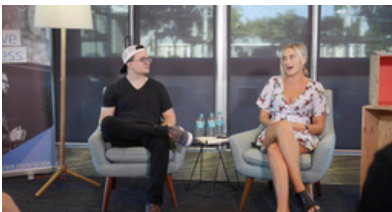
PRODUCT HQ

Founded in 2014, Product HQ is a global leader in Product Management training with a community of over 30,000 product professionals.

Our training certificates and credentials are internationally recognized across industries by employers who are hiring product managers.

All of our instructors are real-world product leaders working at top technology companies, including Google, Meta, Netflix, Airbnb, PayPal, Uber, and Amazon.

THE PROGRAM

Product HQ's Certified AI Product Management course is designed to equip you with the skills and knowledge necessary to develop, manage, and launch successful AI-powered products.

This course contains over sixty (60) lectures, split across eight (10) modules. It begins with an introduction to AI product management and covers essential skills and traits for success in this field. The course then delves into the intricacies of building AI-powered products, including machine learning models and operations. Finally, the course explores the ethical considerations of AI and provides guidance on preparing for product management interviews. By the end of this course, you will be equipped with the knowledge and skills to build and manage successful AI-powered products.
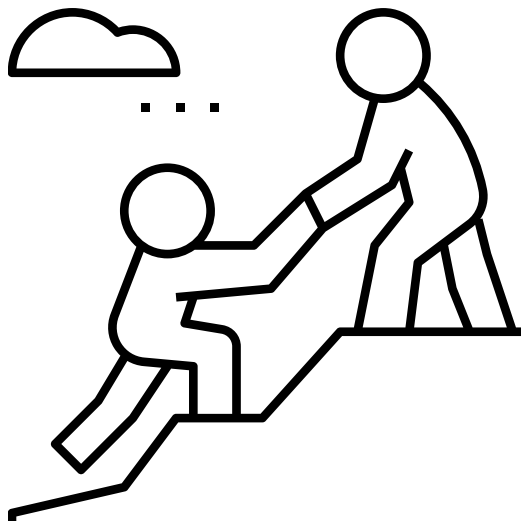
AMPLE LEARNING MATERIAL

Discover the basics of AI product management and the ways that AI/ML can be used.

HANDS-ON EXPERIENCE

Gain hands-on experience by building your own product using AI.

LIFELONG CAREER SUPPORT

Take advantage of the Product HQ networking possibilities to secure life-long partnerships.

LEARN FROM THE BEST ONLINE RESOURCES

We work with hiring managers and experts in the field to curate our curriculum.

GET GUIDANCE FROM OUR COMMUNITY

Connect with our community of like-minded product professionals who will help you on your path to becoming a world-class product manager.

NETWORK WITH YOUR PEERS

Take advantage of Product HQ's exclusive networking opportunities to carve a meaningful path for your career development.

HOW IT WORKS

Signing up for our Certified AI Product Management Course is **hassle-free**:

- ✔ **No prior PM knowledge required**
- ✔ **No prior PM work experience**
- ✔ **No course pre-requisites needed**

Just follow the registration steps below to gain lifetime access to our

course:

REGISTRATION

ENROLL IN COURSE

Click the 'Enroll in Course' button on the page to be redirected to the payment page.

INPUT PAYMENT INFORMATION

Create an account with PHQ that will enable you to log in and view your course material. Be sure to introduce your payment and billing information.

START LEARNING

Immerse yourself in the teachings of our expert product management instructors. Don't forget to complete your assignments and work on your capstone projects.

CONNECT WITH THE COMMUNITY

Join our invite-only Product HQ Facebook and Slack groups and take advantage of a powerful network of tech-industry leaders.
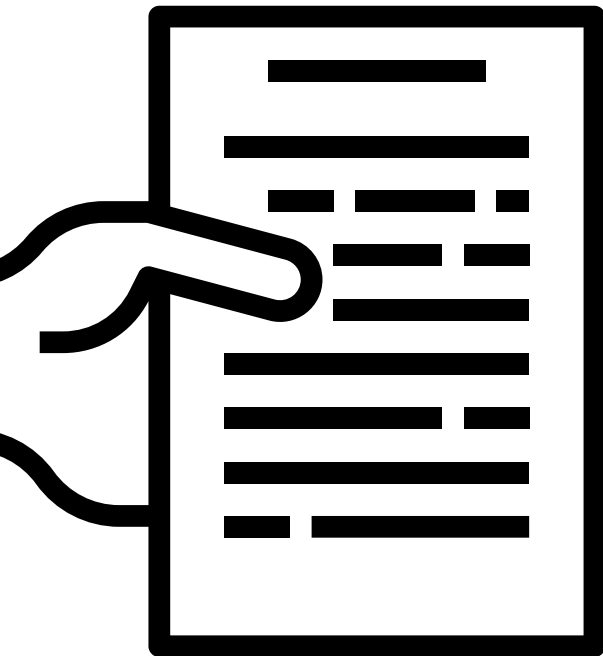
UNITS - OVERVIEW

Each unit of Product HQ's Certified AI Product Management course covers concepts, skills, and responsibilities associated with being an AI product manager. You'll gain hands-on experience and career-related coursework to enhance your AI skills, with a recommended time allocation of twenty (20) hours per unit. By the end of the course, you'll be equipped with the knowledge and skills to develop, manage, and launch successful AI-powered products.

WHAT'S INSIDE?

THE LEARNING PROCESS & MOTIVATION + GOAL SETTING

- Ground yourself in an inherent purpose that will guide how you approach this course and your long-term professional development.

- Discover the right mindset that will help you unlock your fullest potential throughout this course and set you on the path to becoming a world-class product manager.

- Find out how you can take advantage of hidden elements within yourself to push you forward and achieve your overall goals.

By the end of this section, you will receive a solid introduction to how Product HQ courses are structured, how to submit assignments, how to interact with our students, and how to stay motivated throughout this course.

MODULE 1 - INTRODUCTION TO AI PRODUCT MANAGEMENT

- Learn what AI product management is

- Understand the skills and traits needed to be a successful AI Product Manager

- Choose a Capstone project idea and share it with the class for feedback

- Learn about the importance of validating your concept and the steps involved

- Access your Miro board and complete daily assignments to increase knowledge retention

MODULE 2 - AI BUSINESS MANAGEMENT

- Learn how to identify AI product requirements and conduct an AI design sprint

- Explore generative AI product management and how to build powerful generative applications with no-code tools

- Examine the value proposition canvas and its components to create a value proposition for your AI product

- By the end of this module, you will have a clear understanding of how to identify AI product requirements, conduct an AI design sprint, use generative AI product management to build powerful applications with no-code tools, and create a value proposition for your AI product.

MODULE 3 - AI: MACHINE LEARNING MODELS

- Learn what machine learning is and its different types

- Understand the phases for building and deploying a machine learning model

- Learn how to prepare data for your machine learning model

- Learn about the different stages of the machine learning process, including data collection, data cleaning, data preprocessing, model training, and model evaluation

- Understand how to choose the appropriate machine learning algorithm for your task

- By the end of this module, you will have a clear understanding of what machine learning is, its different types, the phases for building and deploying a machine learning model, and how to choose the appropriate algorithm for your task.

MODULE 4 - MACHINE LEARNING MODELS: LINEAR MODELS

- Learn what linear regression is and how it is used in machine learning
- Understand the concept of a loss function and how it is used in model training
- Learn about gradient descent and how it is used to optimize model parameters

- Understand the concept of dataset splits, including training, validation, and test datasets
- Learn about the bias-variance tradeoff and regularization techniques
- Understand logistic regression and its applications
- Learn about model evaluation metrics, such as accuracy, precision, and recall
- By the end of this module, you will have a clear understanding of linear regression, loss functions, gradient descent, dataset splits, bias-variance tradeoff, regularization techniques, logistic regression, and model evaluation metrics.

MODULE 5 - MACHINE LEARNING MODELS: OTHER

- Learn about tree-based models, such as decision trees and random forests
- Understand clustering models, including k-means clustering and hierarchical clustering
- Learn about model evaluation metrics specific to clustering, such as silhouette score and clustering accuracy
- By the end of this module, you will have a clear understanding of tree-based models, clustering models, and the evaluation metrics specific to clustering.

MODULE 6 - MACHINE LEARNING MODELS: NEURAL NETWORKS & DEEP LEARNING

- Learn about the applications of deep learning in daily life, such as image recognition, speech recognition, and natural language processing
- Understand the history of neural networks and their evolution over time
- Learn about the different types of neural networks, including feedforward neural networks, convolutional neural networks, and recurrent neural networks
- Understand the training process of neural networks, including backpropagation and gradient descent
- Learn about natural language processing models, including language modeling and sentiment analysis
- Learn about computer vision models, including object detection and image segmentation
- By the end of this module, you will have a clear understanding of the applications of deep learning in daily life, the history of neural networks, the different types of neural networks, the training process of neural networks, and natural language processing and computer vision models.

MODULE 7 - MACHINE LEARNING OPS

- Learn about the system design considerations for building an AI system, such as scalability, reliability, and security
- Understand the key decision factors in designing an AI system, such as data requirements, model architecture, and deployment infrastructure
- Learn about popular machine learning tools and frameworks, such as TensorFlow, PyTorch, and Scikit-learn
- Understand data management tools and how they can be used for machine learning workflows
- By the end of this module, you will have a clear understanding of the system design considerations for building an AI system, the key decision factors in designing an AI system, popular machine learning tools and frameworks, and data management tools for machine learning workflows.

Module 8 - AI Ethics

- Understand the ethical crisis in the tech industry and the impact of AI on society
- Learn about alignment problems in AI and how they can lead to unintended consequences
- Learn about the importance of tech ethics and how it relates to AI ethics
- Understand the key ethical considerations in machine learning, such as fairness, transparency, and privacy
- By the end of this module, you will have a clear understanding of the ethical crisis in the tech industry, alignment problems in AI, the importance of tech ethics and AI ethics, and the key ethical considerations in machine learning.

MODULE 9&10 - Bonus Lectures

- Learn about the key stages of the product management interview process
- Understand the importance of gathering requirements, defining metrics, and creating a high-level architecture for your product
- Learn about offline model building, logging, and monitoring in product management
- Prepare for your product management interview by signing up for a bonus mock interview session
- Learn about the different types of behavioral interview questions commonly asked in product management interviews
- Understand how to prepare for behavioral interview questions by developing strong answers based on your past experiences
- Practice your behavioral interview skills with PM Behavioral Interview 1 and PM Behavioral Interview 2

TESTIMONIALS

Simron Patel
Product Manager

"Product HQ's AI Product Management program provided a challenging and insightful learning experience. I gained knowledge in building AI products while considering ethics within data and ML. Thank you, Dhaval Bhatt, for the opportunity to participate in this wonderful program!"

Tamara Gordon
UX Researcher & Interaction Designer

"This course provided me with an in-depth understanding of AI and machine learning. I now have knowledge of how machine learning works and the complexities associated with it, including the ethical considerations that must be taken into account when developing any product with AI or machine learning."
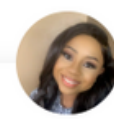
Busolami Kehinde
Product Manager

"Product HQ's AI product management course was a game-changing experience. From ideation to AI business management, the course covered everything, including the latest AI ethics, tools, and techniques for product management. I highly recommend checking it out when it launches fully, and I'm grateful to Dhaval Bhatt for the opportunity."

DEVELOP PORTFOLIO-WORTHY CAPSTONE PROJECT

The best way to learn product management is by working on projects. With Product HQ, in addition to small projects designed to reinforce specific technical concepts, you'll complete a capstone project focused on realistic product management scenarios that you can add to your portfolio.

YOUR CAPSTONE PROJECT

CAPSTONE PROJECTS

Your capstone is where you apply the knowledge you've gained. You'll take an idea and develop an execution-ready product strategy.

You'll learn how to:

a. Identify problems worth solving

b. Perform industry analysis

c. Choose user needs that make the biggest impact

d. Validate your product ideas

e. Learn how to continuously improve your product

ASSIGNMENTS AT THE END OF SEVERAL MODULES

You'll have to:

a. Create a shareable Miro board

b. Create a summary of your Capstone project

c. Create a Jobs to be Done Miro board

d. Create a user persona

e. Create an empathy map

f. Create a business model canvas

g. Develop a customer journey

h. Provide feedback to other students

And so much more...

FREQUENTLY ASKED QUESTIONS

When does this course start and finish?

This course is intentionally structured to be completed over the span of a few weeks. It is self-paced - you decide when you start and finish, but we encourage you to complete 5 - 10 hours/week.

How long do I have access to the course?

How does lifetime access sound? As mentioned before, we are 100% committed to adding even more bonus content (we love all things product and enjoy adding content!). After enrolling, you will have FREE LIFETIME ACCESS to all of it for as long as you like - across any and all devices you own.

What if I am unhappy with the courses?

We would never want you to be unhappy! If you are unsatisfied with your purchase, Contact us in the first 30 days, and we will give you a full refund.

INSTRUCTORS

Raymond Lee
Data Science Instructor

Primary Instructor:
Raymond Lee is an AI startup founder who has raised funding from UC Berkeley and Facebook. He has 10+ years of experience as an operations and data analyst in the biotech and utilities industries and earned his AI and Machine Learning master's degree at UC Berkeley as well as his business degree from UC Davis. He's currently Head of AI Products at ProductHQ.

Shruti Agarwal
Data Scientist

Instructor:
Shruti Agarwal has joined MIT as a postdoctoral researcher at CSAIL under the supervision of Bill Freeman. In addition, Shruti is working as a Lecturer for the Computer Vision course in the MIDS program at the Berkeley School of Information. Shruti completed her PhD in the Computer Science department of UC Berkeley, advised by Prof. Hany Farid. Before pursuing a PhD, Shruti worked as a software developer in the Adobe Illustrator team at Adobe, India. Shruti holds a master's and bachelor's degree in Computer Science from the Indian Institute of Technology (IIT) Delhi, India, and Harcourt Butler Technology Institute (HBTI), India, respectively. Shruti's primary research interests lie in multimedia forensics, image analysis, machine learning, and computer vision.

Tasnim Tallman
Data Science Instructor

Instructor:
UC Berkeley graduate and Data Scientist at one of the top apparel designers.

Charles Frye
Deep Learning Educator

Instructor:
Brought up in biology, converted to computer science and statistics. Passionate about communicating the joy and potential of quantitative methods to non-experts, with an emphasis on mathematical and applied statistics and machine learning.

Dhaval Bhatt
Product Leader

Instructor:
Dhaval Bhatt is a product management leader who has over 16 years of experience as an engineer, founder, and product management leader.

He previously founded an artificial intelligence company that won the IBM Global Entrepreneur Award, Google Spark Award, and NVIDIA AI Inception, among others.

He's currently a product manager at Microsoft, and he's also an Instructor at UC Berkeley, leading their immersive Data Science program.

PRODUCT HQ

ENROLL TODAY