

Detailed Course Information: Data Product Management		
Sl. No.	Data Type	Comments
1	Course Name	Data Product Manager for effective data products
2	Content Source	S2E book from Bee-Relevant founders and white papers of Dr. Chris Grumiau
3	Brief Description / Introduction of Course	<i>The goal of this course is to explain in detail the roles and responsibilities of a data product manager (DPM). It also explains the reasons why DPMs are critical in an organization. When a company is striving to become data-driven, data product management is a central field. It is surrounded by data culture, change management, total costs of ownership, expertise, execution, outcomes valuation and many more. We explain how a company and a leader in data can orchestrate all of these dimensions.</i>
4	Why do we need this course?	With the evolution of AI/data techniques and the general acknowledgment of companies to become more data-driven to be able to respond to the fast change of the market, new responsibilities and new types of jobs have appeared. One of them is the role of data product manager, to not be cofounded with product manager. DPMs are the bridge between data, techniques, business and team. We need this course to explain this role and more importantly to explore the environment around it.
5	Learning Outcomes	<ul style="list-style-type: none"> • <i>Introduce the notions of data strategy/business strategy, data/business execution and data product management</i> • <i>Introduce the different types of strategies and the notion of S2E gap</i> • <i>Introduce frameworks to assess maturity of companies regarding data and analytics impacts</i> • <i>Via success stories and well-known failures, present a Strategy to execution framework</i> • <i>Introduce the notions of technical debt and total cost of ownership</i> • <i>Present the notions of organisational intelligence and data workforce and explain how it is related to the notion of data product manager</i> • <i>Present the Solow Paradox</i> • <i>Introduce AI rules and main KPIs to become a successful data-driven company</i> • <i>Presentation of adoptive models</i> • <i>Explanation of the difference between output and outcomes</i> • <i>Answering the question about how to deal with culture, change management, expertise and execution</i>

		<ul style="list-style-type: none"> • <i>Presentation of main personality test (e.g, the CliftonStrengths)</i> • <i>Presentation of problem solving techniques and role play</i> • <i>Presentation of team building techniques</i>
6	Course Length	<i>4 Modules</i>
7	Estimated Effort	<i>2-3 hours/module (including homeworks and Q&A sessions)</i>
8	Skills Acquired:	
	Module 1: Introduction to DPM	Vocabulary around strategy, execution and data product management, different types of strategies, S2E gap, evaluation of the maturity gap in data, definition of technical debt and total cost of ownership
	Module 2: framework	S2E framework built from examples, organizational intelligence, dynamic capability, data workforce, the DAFL concept, the role of chapter lead
	Module 3: KPIs	Solow paradox, KPIs to become a successful AI player, adoptive models (e.g., TOE), the school of outcomes and output with example in insurance (fraud),
	Module 4: Problem solving	School of operationalization (explained by Monty Hall), school of expertise (explained by the Mutilated Chess problem), school of execution (explained by the Silo effect), personality test (e.g., Clifton Strengths), problem solving techniques (e.g., TRIZ, De Bono), team building technique

Module 1: Introduction to Data Product Management

Lecture	Video Name
Lecture 1	Welcome to Module-1
Lecture 2	Definition of strategy
Lecture 3	Different types of strategies
Lecture 4	Execution and S2E gap
Lecture 5	Data product manager and responsibilities
Lecture 6	Total cost of ownership and technical debt
Lecture 7	Maturity gap
Lecture 8	Wrap up
Key Terms	<i>Strategy, execution, S2E, data product manager, total cost of ownership, technical debt, maturity gap</i>

Module 2: Framework

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	Failures of innovative companies
Lecture 3	Success stories
Lecture 4	S2E framework
Lecture 5	Organizational Intelligence and Dynamic capability
Lecture 6	DAFL concept
Lecture 7	Data workforce – the intelligence equation
Lecture 8	The role of chapter lead
Lecture 9	Wrap up
Key Terms	<i>S2E framework, organizational intelligence, dynamic capability, DAFL, data workforce, intelligence equation, chapter lead</i>

Module 3: KPIs

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	Solow paradox
Lecture 3	AI rules
Lecture 4	KPIs
Lecture 5	Adoptive models
Lecture 6	Outcome versus output – the framework
Lecture 7	Wrap up
Key Terms	<i>Solow paradox, outcomes, outcome framework, TOE, TAM, adoption rate</i>

Module 4: Problem solving

Lecture	Video Name
Lecture 1	Introduction to module
Lecture 2	School structure
Lecture 3	Personality test
Lecture 4	Problem solving
Lecture 5	Team building – Tuckman model
Lecture 6	Wrap up
Key Terms	<i>Operationalization, expertise, execution, Monty Hall Problem, Mutilated Chessboard problem, Silo effect, 4 colors,</i>

	<i>Clifton Strenghs, the motivation journey, problem solving (from TRIZ to Disney and Toyota A3 model), Tuckman model</i>
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