

Management Career Institute

Learning Objectives

Artificial Intelligence for Product Management Certification (AIPMC)

- 6 Live Modules
- 3 Themes: Strategy, Execution, and Measurement & Optimization

Build successful AI-powered products

Artificial Intelligence for Product Certification (AIPC)™

MODULE 1
Create a Winning AI Product Strategy
Identify the strategic opportunities to incorporate generative AI models into your product to drive business outcomes.

MODULE 2
Master Prompt Engineering by Building a Low Code App
Gain hands-on experience with large language models (LLMs) through developing a custom prototype.

MODULE 3
Build a GenAI PRD
Create requirements for an LLM-powered feature and learn how to select and fine-tune a model, and reduce hallucinations using retrieval augmented generation (RAG).

MODULE 4
Design AI-Native User Experiences
Architect system diagrams for AI-native products and learn best practices for designing generative features.

MODULE 5
Evaluate and Optimize Non-Deterministic Products
Discover how to systematically run experiments for AI-generated outputs and the levers to improve product performance.

MODULE 6
Present Your AI Product Strategy and Roadmap
Drive buy-in from executives and hiring managers by defending your capstone project.

Theme 1: Strategy

Module 1: Create a Winning AI Product Strategy

Syllabus Synopsis

Identify the strategic opportunities to incorporate generative AI models into your product to drive business outcomes.

Sections

1. **Course Introduction**
2. **Artificial Intelligence & Generative AI Deep Dive**
3. **AI Product Strategy**

Learning Objectives

- Understand the various opportunities for integrating AI into product strategy.
- Apply the AI Product Strategy formula to real-world scenarios, identifying and strategizing defensive and monetization opportunities for effective AI integration.
- Evaluate the strategic significance of moats, data leverage, personalization, efficiency, automation, and more.
- Recognize the importance of responsible AI and its ethical and safety considerations.

Theme 2: Execution

Module 2: Master Prompt Engineering by Building a Low Code App

Syllabus Synopsis

Gain hands-on experience with large language models (LLMs) through developing a custom prototype.

Sections

- **Prompt Engineering**
- **Build Your Own Low-Code App with the OpenAI Assistants API**

Learning Objectives

- Demonstrate proficiency in prompt engineering techniques to optimize AI model responses.
- Discover different examples of powerful prompting types, including Zero-Shot, One-Shot, Few-Shot, and Chain-of-Thought.
- Explore effective hyperparameter selection strategies for enhancing the functionality of the AI model.
- Develop a low-code application with the OpenAI Assistants API and gain hands-on experience with Replit and Voiceflow, mastering key sections to ensure smooth development.

Module 3: Build a GenAI PRD

Syllabus Synopsis

Create requirements for an LLM-powered feature, learn how to select and fine-tune a model, and reduce hallucinations using retrieval augmented generation (RAG).

Sections

1. **The Generative AI PRD**
2. **Deep Dive into Large Language Models (LLMs)**
3. **Interactive Case Study: Create a Custom GPT with RAG**
4. **GenAI PRD: Model Selection**

Learning Objectives

- Craft an effective AI Product Requirements Document (PRD) tailored to the unique considerations of generative AI models.
- Conduct a comprehensive deep dive into Large Language Models (LLMs), understanding their complexities and essential components, including tokens, embeddings, retrieval augmented generation (RAG), and fine-tuning.
- Apply acquired knowledge of RAG through an interactive case study, where you'll create a custom GPT, demonstrating practical proficiency.
- Navigate critical trade-offs associated with model selection in generative AI, gaining insights into the decision-making process for optimal outcomes.

Module 4: Design AI-Native User Experiences

Syllabus Synopsis

Architect system diagrams for AI-native products and learn best practices for designing generative features.

Sections

1. **Translate AI Model Capabilities into User Experiences**
2. **Apply UX Best Practices to Build Trust in AI Products**
3. **Create an AI User Flow**

Learning Objectives

- Discover and apply best practices for building trust in AI products, understanding the crucial elements that contribute to user confidence and satisfaction with AI-native features.
- Applying creativity to brainstorm innovative UX ideas for AI-powered products.
- Engage in group activities to collaboratively architect and refine user flows for AI-powered features, showcasing proficiency in architecting smooth and intuitive user experiences.

Theme 3: Measurement & Optimization

Module 5: Evaluate and Optimize Non-Deterministic Products

Syllabus Synopsis

Discover how to systematically run experiments for AI-generated outputs and the levers to improve product performance.

Sections

1. **Measuring LLM-Powered Products**
2. **AI Product Levers & Experimentation**
3. **Experimentation Best Practices**

Learning Objectives

- Develop structured, qualitative assessments for measuring and optimizing the performance of LLM-powered products.
- Explore human, manual, and automated assessment approaches, gaining practical skills in evaluating accuracy and meeting user needs.
- Understand the key levers in AI product development and experimentation, applying this knowledge to enhance product performance.
- Uncover best practices for experimentation in the context of LLM-powered products, ensuring effective and informed decision-making.

Module 6: Present Your AI Product Strategy and Roadmap

Syllabus Synopsis

Drive buy-in from executives and hiring managers by defending your capstone project.

Learning Objectives

- Develop a comprehensive AI product strategy and corresponding Product Requirements Document (PRD) that incorporates key learnings from the course.
- Gain insight into effective presentation skills by participating in the opportunity for selected students to present their final projects.
- Reflect on essential course learnings and seek answers to final questions, solidifying your understanding of the course material.

Product Management Global Tools Covered are:



Power BI



