



Issuing body:
Stanford Online

Sponsoring School:

Stanford | ENGINEERING

Verified by:
Stanford | Center for Professional Development

Course Completed by

Zahede Abbas Kareem Bhuyan

on: April 22, 2024

Overview

This project-oriented class focuses on the product management lifecycle from start to finish. The course provides an overview of product management as a discipline: defining what problems to solve, what products should solve those problems, leading teams to execute on the solution, launching, and iterating. Learners gain practical skills through conducting user interviews, writing product requirements documents (PRDs), creating a product roadmap, and managing operational sprints. Through the capstone, learners work in groups to apply product management concepts to their own product idea.

Competencies / Skills

Product Management

User Research

Product Strategy

Product requirements documents (PRD)

Product roadmaps

Key performance indicators (KPIs)

Product growth

Credential / Credit Earned

Certificate of Achievement in Product Management: Accelerated verified by the Stanford Center for Professional Development.

Grade: Satisfactory **CEU(s): 9.0**

[Grades and Units Information](#)

[Digital Credential Information](#)

Program

[Product Management: Accelerated Program](#)