Employers Guide
For
AI Product Management

Taught By Jyothi Nookula

What is AI Product Management?
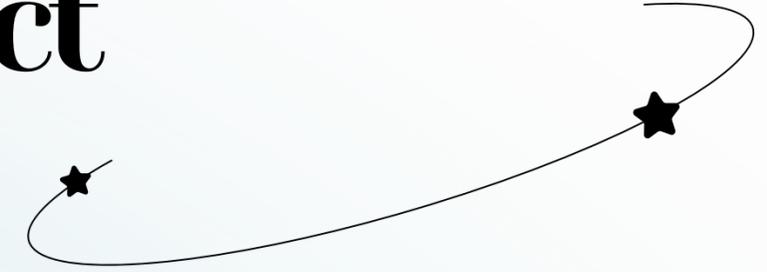
AI Product Management is focused on building products that leverage Artificial Intelligence (AI) and Machine Learning (ML) to deliver smarter, more adaptive, personalized user experiences. While traditional product management centers around defining features, managing roadmaps, and working with engineering and design teams, AI Product Managers go a step further. They work closely with data scientists and machine learning engineers to define data needs, shape model objectives, and continuously evaluate model performance in real-world conditions.

AI Product Managers play a critical role in identifying the right problems for AI to solve, translating product requirements into ML problem statements, selecting appropriate evaluation metrics, and making trade-offs between model performance, latency, and user trust.

As AI becomes central to more business functions—recommendations, personalization, content generation, automation—AI product managers are becoming essential to organizations. They bring a unique blend of product sense, data fluency, and technical understanding that enables them to create intelligent products that are useful, scalable, and trustworthy.

Transform Yourself into an AI Product Leader in Just 5 Weeks

5 Weeks

10 Classes

90 min

➤ Live Sessions

➤ Hands-on Learning

➤ Build AI Product Management Portfolio

➤ Exclusive AWS ML Certification Prep

Course Deliverables for Corporate

> Invoice/ Payment Receipt

> Certificate of Completion

> Github Portfolio of Projects

> AI Frameworks

What Makes This Course Different?

Not Just Theory → **Learn By Doing**

01
Build your portfolio with **6+ hands-on projects**

02
Real-world case studies from **Cruise, RunwayML, Expedia, Pinterest, Stripe**

03
Join a community of **AI professionals**

04
Get **feedback** from Jyothi

COURSE CURRICULUM

Class 1: Foundations of AI PM

Skills Learned: AI-first product thinking, Writing AI-ready PRDs, Evaluating GenAI products

Class 2: AI Problem Definition

Skills Learned: Problem scoping, Heuristics vs ML decision frameworks

Class 3: Machine Learning

Skills Learned: Supervised and Unsupervised learning, Data analysis techniques

Class 4: Computer Vision

Skills Learned: Deep Learning, Convolutional Neural Networks

Class 5: Language Models

Skills Learned: Transformers, Tokenization, Large Language Models

Class 6: Agentic AI

Skills Learned: Agent design, RAG systems, Multi-agent workflows

Class 7: Evaluating AI

Skills Learned: Metric selection, model validation, Bias awareness

Class 8: Responsible AI

Skills Learned: Privacy frameworks and tools, Fairness, RAI lifecycle

Class 9 and 10: AI Deployment

Skills Learned: Pricing strategies, Product strategy, Portfolio presentation

Hands-On Projects

Writing AI Product PRDs

Designing a Multi Agent System

Creating a Custom GPT

AI Prototyping

Fine-tune LLM using RAG

Capstone Project

Learning Outcomes

> Students will develop the ability to identify when AI is the right solution for a business problem, distinguish between AI and heuristic approaches, and apply proven frameworks to assess feasibility, risks, and impact

> Hands-on AI product development experience by executing on 6+ portfolio-ready projects. Students don't just learn theory, they learn by doing and mimic the real world scenarios they will experience

> Students will gain practical understanding of ML pipelines, model types, and evaluation metrics—enabling them to effectively collaborate with data scientists and engineers, even without coding expertise.

> Students will apply frameworks for bias mitigation, fairness, and privacy throughout the model lifecycle, understanding both group and individual fairness tradeoffs, aligning with emerging AI regulations and ethical standards

> Students will be trained on go-to-market strategies unique to AI products, including pricing considerations, deployment options (cloud vs edge), inference speed tradeoffs, and build-vs-buy decisions.

What Our Students Say

"

Your class pushed me to build an app. If a Lawyer can build an AI app, that should motivate people

"

Shantanu Singh

Founder – Obviate . ai

"

Your course helped me not only learn about AI but helped me get a product manager role, I recently started

"

Conor Eusterman

Product Manager – TrueCommerce

"

Learnings from the course helped me get my current job at **Apple**. It was one of the best decisions I made

"

Alejandro Osborne

Product Manager – Apple

THANK YOU