

GSDC Certified Generative AI for Product Management

OEM: Global Skill Development Council • Duration: 5 Days (40 hrs) • Code: GSDC-GAI-PRODMGT

COURSE MODULES & TOPICS

1 Introduction to Generative AI: +

- Understanding Generative AI and Its Capabilities
- The Role of Generative AI in Modern Product Management: From Ideation to Market
- Overview of Generative AI Tools and Platforms (e.g., GPT-4, MidJourney, DALL-E, Notion AI)
- Case Study: Gathering Market Insights in Just a Few Clicks Using AI

2 Gen AI for Idea & Concept Development: +

- Leveraging Generative AI for Market Research and Analysis
- Using AI to Generate and Refine Product Ideas (e.g., AI-based brainstorming tools)
- Enhancing Creativity and Innovation in Product Design with Generative AI Models
- AI-Driven Trend Analysis for Conceptualizing Future Products

3 Gen AI for Product Design: +

- Integrating Generative AI in the Product Development Lifecycle
- Automating Design Processes with Generative AI (e.g., UI/UX Design, Prototyping, Wireframing)
- Personalization and Customization of Products Using AI-driven Algorithms
- Case Study: Creating a Prototype for Faster Product Designing using AI Tools (e.g., Figma AI, Runway ML)

4 Gen AI for Improving User Experience: +

- Generative AI in Improving User Engagement and Satisfaction (e.g., personalized content generation)
- Chatbots, Virtual Assistants, and Personalized Content Using NLP Models
- Feedback and Sentiment Analysis through AI-driven Text Mining
- Enhancing Customer Journeys and UX Testing with AI Insights

5 Using Gen AI tool as a Product Manager: +

- Enhancing Product Development with Generative AI
- What AI Can Do, and What Product Managers Should Do
- Case Study: Navigating Product Development with Generative AI: A Product Manager's Toolkit
- Practical Example: Using AI for Product Lifecycle Management

6 Ideation and Generating Specific Product Ideas: +

- Using Tools like ChatGPT for User Segmentation and Research
- Validating Product Ideas Using AI-based Prototyping Tools
- Prototyping and MVP Development with ChatGPT
- Product Testing with AI Models (e.g., A/B Testing using AI-driven analytics)
- Case Study: Using ChatGPT for Automating Product Testing and User Feedback Analysis

7 Use Cases with Generative AI Tools & Hands-on Demos: +

- Learn to Create AI-Enhanced PowerPoint Presentations, Images, and Chart Analysis for Business Purposes
- Leverage AI for Automated Data Insights, Simplifying the Journey from Data Collection to Impactful Business Strategies
- Harness AI for Document Summarization, Distilling Vast Information into Concise Summaries
- Build AI-powered Personalized Recommendation Systems with Your Data on PDF/Word Documents Using AI Assistants
- Content Generation (Text, Audio, Video, Images) with Prompt Engineering (e.g., ChatGPT, GPT-4, DALL-E)

8 Using Agentic AI in Product Management +

- Understanding the Concept of Agentic AI in Product Management
- Key Comparisons: Agentic AI vs Generative AI (e.g., Agentic AI for autonomous decision-making vs content generation)
- How Agentic AI Delivers on Autonomy (e.g., AI managing workflows and decision-making processes)
- AI as Enterprise Optimizers: Utilizing Agentic AI for Continuous Product Improvement and Workflow Automation

9 Agentic AI, Certification, and Real-World Implementation +

- Understanding the Emergence of Agentic AI
- Agentic AI vs. Generative AI: Key Differences (e.g., autonomous decisions vs content generation)
- How Agentic AI Automates Multi-Step Product Workflows
- Building an AI Co-Pilot for Innovation and Execution in Product Development
- Tools for Practice: OpenAI, MidJourney, Notion AI, ChatGPT Advanced
- Real-World Case Studies: AI in Product Strategy, Design, and Delivery
- Certification Preparation: GenAI in Product Management Fundamentals

10 Personalized Mentorship and Strategic Guidance +

- One-on-One Mentor Connect with Subject Matter Expert
- A Dedicated 60-Minute Private Session with a Generative AI Product Strategist
- Address Technical or Strategic Questions Related to Product Workflows
- Get Actionable Insights on Tool Selection, Prompt Design, or Use-Case Integration

11 Weekly Group Mentor Connect Sessions for Lifelong Learning +

- Join Live, Global Group Sessions with Expert Practitioners

- Brainstorm, Learn, and Collaborate with Professionals from Diverse Industries
- Access Real-Time Insights on Evolving Trends and Tools in Generative AI

12 Personalized 1-1 & Daily Group Live session +

- Personalized 1-on-1 Trainer/SME Connect Session - Receive a 1-on-1 connect session from Trainer/SME to resolve all types of queries.
- Daily Live Session with Lifelong Learning - Participate in a daily live session with industry experts where professionals from around the world connect with SMEs and have a brainstorming session.