COURSE DETAIL

DIGITAL PRODUCT MANAGEMENT

Country
Singapore

Host Institution
National University of Singapore

Program(s)
National University of Singapore

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Computer Science Business Administration

UCEAP Course Number
160

UCEAP Course Suffix

UCEAP Official Title
DIGITAL PRODUCT MANAGEMENT

UCEAP Transcript Title
DIGITL PRODUCT MGMT

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This course examines the skills and techniques to effectively manage digital products from cradle to grave. It covers the core aspects of digital product management, from product strategy, planning and development, to product launch and support. The course address issues of managing an evolving digital product over its life cycle and using data from customer insights and competitive analysis for ongoing product iterations. Case studies and hands-on experience are provided. At the end of the course, students are able to effectively execute the product manager's role in managing digital products.

Language(s) of Instruction
English

Host Institution Course Number
IS4262

Host Institution Course Title
DIGITAL PRODUCT MANAGEMENT

Host Institution Course Details
https://nusmods.com/courses/IS4262/digital-product-management

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems and Analytics

Course Last Reviewed
2023-2024

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