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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