

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Information Systems and Analytics

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