

AI-Powered Product Management

Course Brochure



AI-POWERED PRODUCT MANAGEMENT

Make faster, clearer, defensible decisions—without drowning in AI output.

AI can move fast—but without structure, it creates noise. This 2-day live programme is designed for **Product Managers, BAs, and aspiring product professionals** who want to use AI for what matters in real product work: **evidence-based trade-offs and decisions under stakeholder pressure.**

The curriculum is built around a **workflow-first, evidence-first operating system**—not a catalogue of tools. Each module is anchored to a concrete deliverable, supported by templates, checklists, and a prioritisation rubric to keep reasoning consistent and defensible. Over 16 focused hours with group Q&A, participants complete a realistic capstone and a portfolio-ready decision package, assessed Pass/Fail—without the long, fragmented learning path.

Why this matters

- AI expands your options — but not your decision clarity.
- Under pressure, decisions drift into opinions and politics.
- Without a repeatable method, AI speed turns into AI noise.

What you'll gain

- A repeatable AI Product management workflow to make defensible prioritization decisions
- An AI-supported trade-off rubric to explain why X is prioritised and Y is deferred—clearly, consistently, and defensibly
- Stronger stakeholder narratives that reduce rework and disagreement

What you'll walk away with

- AI-powered Decision Workflow Template Pack (prompts, checklists, quality checks)
- Trade-off Rubric + Scorecard (criteria, scoring method, justification notes)
- Capstone Brief + Benchmark Examples

What this course is

A workflow-first, evidence-first decision system

In practice, AI can help you move faster—but speed only becomes useful when your thinking is structured. This course gives you a practical decision workflow that helps you frame the problem clearly, organise evidence, and make trade-offs you can explain with confidence—so AI supports your judgment instead of creating more noise.



CURRICULUM-AT-A-GLANCE

1. Prompting for Product Thinking

Build core AI and prompting fundamentals for structured problem framing and consistent outputs.

2. Stakeholder Alignment & AI Trade-offs

Use AI to turn scattered inputs into defensible trade-off decisions—align stakeholders with a clear decision narrative, handle objections, and explain “why this now / why not that” with evidence.

3. Product Planning, Scope & Estimation

Accelerate planning with AI while keeping assumptions, scope, and estimates defensible.

4. Risk, Evidence and Problem-Solving

Use AI-supported structured thinking to turn messy signals into decision-grade evidence, surface assumptions and risks early, and shape mitigation options—so recommendations hold up under constraints and challenge.

5. Agile & Sprint Management

Leverage AI to improve sprint execution through backlog structuring, sprint planning and prioritization discipline.

6. Resourcing & Vendor Management for Delivery

Support resourcing and vendor coordination with AI-assisted evaluation frameworks, trade-off analysis, documentation, and communication—while preserving decision clarity.

7. Advanced PM Workflows

Build advanced AI workflows including reusable templates, system prompts, quality checks, and repeatable operating routines that scale across projects and teams.

8. Responsible AI for Project Managers

Adopt AI responsibly with governance, risk controls, and practical usage guidelines.

The Problem We Solve

AI makes it easier for PMs/BAs to produce more—more docs, more options, more ideas. But in real product work, the bottleneck isn't writing. It's making defensible trade-off decisions under uncertainty.

What's breaking today:

- More options, less clarity. AI multiplies possibilities, but it doesn't automatically improve prioritization—teams end up with “many answers” and no decision.
- Information overload → weak justification. Evidence is scattered across research, metrics, and stakeholder inputs; decisions become hard to justify, and communication turns fragile when challenged.

So the real gap: PMs don't need “more AI.” They need a repeatable, evidence-based decision workflow that uses AI to turn messy inputs into clear prioritization, strong trade-offs, and stakeholder-ready decision narratives.

This course is for you if...

This course is for you if you're a PM/BA under pressure in an AI-driven world, but even with AI you still struggle to prioritize and defend trade-offs amid messy data, research, and stakeholder noise—and you want a repeatable workflow that turns chaos into clear, defensible decisions.

Trainer Profile



Mohamed Echout

Pluralsight AI Course author | **NVIDIA** Certified Instructor |
Technical Trainer at **Global Knowledge**

Mohamed is a seasoned instructor who helps product teams apply AI where it matters—in real decisions and delivery. He turns AI output into clearer trade-offs, stronger alignment, and more reliable execution, drawing on experience training teams across enterprises and international markets.

Completion Credential



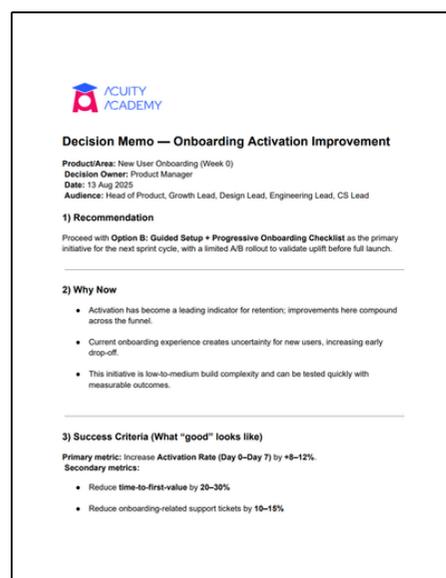
Earn your AI-Powered Product Management Certificate of Completion

—a standards-based credential that recognises demonstrated capability in decision framing, prioritisation, and stakeholder communication, delivered by a trainer who teaches on **Pluralsight** and **Skillsoft Global Knowledge**.

Portfolio-Ready Capstone Project

You will complete a realistic case and produce a decision package that can be shared internally or included in your portfolio:

- Decision narrative (stakeholder-ready)
- Prioritisation / trade-off logic: criteria, evaluation notes, and justification of what is prioritised and what is deferred
- PRD or user story excerpt (as applicable): a focused specification segment that reflects the decision and scope.



Rubric Scorecard

Table

Aa Criteria	# Weight	# Option A Score	# Option B Score	# Option A Weighted	# Option B Weighted
🔥 Impact (activation uplift potential)	30	3	18	4	24
🚀 Effort (ease / speed to deliver)	20	5	20	3	12
🛡️ Risk (delivery + adoption risk)	15	4	12	3	9
🔦 Confidence (strength of evidence)	20	3	12	4	16
🏗️ Strategic fit (scalable foundation)	15	2	6	4	12
123 Total (out of 100)	100		68		73

Entry Requirement

- No prior AI, data science, or programming experience is required
- Basic understanding of product, business, or operational workflows is helpful but not mandatory
- Suitable for product managers, aspiring PMs, career switchers, business owners, and professionals seeking data-driven decision skills
- Participants should be comfortable using digital tools and open to hands-on learning

Delivery Model

- Online cohort (16 hours): structured, outcome-focused learning designed for working professionals.
- Practice-led learning: guided exercises and reusable templates so you can apply the workflow immediately.
- Group Q&A support: structured support channel with response within 1 hour during working hours (or by the next working day outside working hours).
- Completion standard: certificate is awarded based on attendance requirement and capstone pass standard.

Course Fee

Course Fee:	\$1180.00
GST:	\$106.20
Total:	\$1286.20

Course Timing

Saturday & Sunday : 9am - 6pm

**Subject to change*