MEM-490 Product Management for Digital Transformation

Digital transformation is the integration of digital technology into all areas of a business, helping organizations change, operate, and evolve how they deliver value to customers. Embracing new technologies like big data, IoT and machine learning as well as the introduction of digital technologies in product development and design can help companies digitalize their business through enhancing customer experience, innovation on new pricing and business models, improving partner and supplier relationships, and optimizing cost factors.

In order to align these new digital assets to drive value in physical products, services, and process while creating a seamless "end user" experience, companies need to have product owners that are dedicated and qualified to drive these transformation initiatives. This course will focus on real life examples showing you how the introduction of a digital first mindset impacts individual companies and businesses. It will focus on what the role of a product manager or product owner has in driving these initiatives and how we can apply these practices as we look at roadmap development, business models, innovation, go to market strategies, and vision creation.

Students will be required to study and analyze a variety of case studies from HBSP. Additional reading material will include articles and research from other publications. There will be a required group project /presentation element to the course requirements alongside weekly written assignments and class participation.

This course will include guest lecturers representing executive level industry experts and innovators who will provide real-world case studies and experiences, to enhance the curriculum.

Required Casebook	TBA
Time	Tuesday, 6:30pm – 9:30pm
Location	Northwestern University, Padula Room 2133 Sheridan Road, Evanston
Professor	Cathryn Lai, Adjunct Faculty Chief Commercial Officer at OpenBet Board of Directors, AVIXA Cathryn.Lai@northwestern.edu Cathryn is a business executive with over 20 years experience in new product development, innovation, and strategy. She has held senior roles leading commercial, product management, strategy and marketing teams. Cathryn has managed the P&L of $800M+ business portfolios. She's launched numerous new products across many industries and technologies including hardware and software innovations.

	https://www.linkedin.com/in/cathryn-lai-21abb71/

Course Overview	Product Management for Digital Transformation is designed to be a course for students who want to enhance their critical thinking skills and solve problems with a product management and growth mindset. Through the weekly lectures, case study discussions, guest speakers, and weekly projects, students will continue to build their skills with the goal to differentiate themselves when looking for jobs in new product development or product management. The course will also focus on
Course Goals	The goal of this class is to prepare students to become effective product managers, innovators, change agents, product marketers in a technology based company. • Comprehensive understanding of **Digital Transformation** and the role of **Product Management** when driving and implementing digital technologies within an organization or product innovation • **Strategic framework** and tools to drive Digital Transformation • Deep dive and case study examples of both good and bad implementations of digital technology • Focused learning on technology trends that are driving **Digital Transformation** like IoT, Big Data, Artificial Intelligence, Metaverse
Student Role	Each student is expected to be present, prepared and participate in all class sessions. Attendance is mandatory for weekly class sessions. Absence from any class session without prior notification will affect the class participation grade. All students are required to arrive on time and stay for the full duration of the class. Students are expected to be prepared to discuss all assigned reading assignments for class and will be called on for class discussion. Students are expected to contribute to the class discussions and demonstrate active participation. To excel in the business world, students need to be able to collaborate effectively with team members. Students are expected to work in assigned team activities and contribute efforts and work to the overall team goals.

Instructor Role	My role as the instructor is to facilitate the learning and discussion. I will provide the framework and provide insights for each weekly discussion but the expectation is that the students are engaged and will drive "peer to peer" learning. We will have a number of guest lecturers representing a variety of roles across different industries. Please leverage myself and guest lecturers as an opportunity to network or learn more about different types of organizations and roles.
Grading Criteria	Grading Criteria will be based on the following: • **Weekly assignments (65%)** – Students will be assigned weekly questions related to the required case study or reading assignment of the week. • **Class Participation (15%) –** Students will be graded on class participation in weekly in-class discussions • **Team Project (20%) –** Students will be graded on their final presentation and team project. This will consist of a team grade combined with peer/team feedback Grading will be based on letter grading (ABCD / NP) Students will have opportunities to earn extra credit.
Student Notices	Disability Accommodation Statement: • Northwestern University is committed to providing the most accessible learning environment as possible for students with disabilities. Should you anticipate or experience disability-related barriers in the academic setting, please contact AccessibleNU to move forward with the university's established accommodation process (e: accessiblenu@northwestern.edu; p: 847-467-5530). If you already have established accommodations with AccessibleNU, please let me know as soon as possible, preferably within the first two weeks of the term, so we can work together to implement your disability accommodations. Disability information, including academic accommodations as part of a student's educational record, is confidential under FERPA regulations. Class Recordings Statement:

	- (For remote classes hosted via Zoom:) This class or portions of this class will be recorded by the instructor for educational purposes and available to the class during the quarter. Your instructor will communicate how you can access the recordings. Portions of the course that contain images, questions or commentary/discussion by students will be edited out of any recordings that are saved beyond the current term. - Unauthorized student recording of classroom or other academic activities (including advising sessions or office hours) is prohibited. Unauthorized recording is unethical and may also be a violation of University policy and state law. Students requesting the use of assistive technology as an accommodation should contact AccessibleNU. Unauthorized use of classroom recordings – including distributing or posting them – is also prohibited. Under the University's Copyright Policy, faculty own the copyright to instructional materials – including those resources created specifically for the purposes of instruction, such as syllabi, lectures and lecture notes, and presentations. Students cannot copy, reproduce, display, or distribute these materials. Students who engage in unauthorized recording, unauthorized use of a recording, or unauthorized distribution of instructional materials will be referred to the appropriate University office for follow-up. Academic Integrity Statement: - Materials from this course, including class slides and this syllabus, are copyrighted and are for your personal learning only. You may not share them without express written permission. Uploading materials from this course to websites that make available or sell such content to other students is prohibited by Northwestern's academic integrity policies, and may also put you at risk for violating copyright policies in Northwestern's Student Conduct Code. Title IX and Sexual Misconduct Statement:

| | • Northwestern University is committed to fostering an environment where students are safe and free from sexual misconduct. Confidential resources are available to those who have experienced sexual misconduct. Faculty, instructors, and TAs are not confidential resources and are required to report incidents of sexual misconduct, whether discussed in your assignments or in person, to the Office of Equity, which can provide information about resources and options. I encourage students who have experienced sexual misconduct to talk with someone to get support. For more information, including how to request interim protective measures and academic accommodations or file a complaint, see the Get Help page on Northwestern's Sexual Misconduct Response and Prevention site.

Student Mental Health & Wellness Statement:

• Northwestern University is committed to supporting the wellness of our students. Student Affairs has multiple resources to support student wellness and mental health. Please feel free to reach out to me about any difficulty you may be having that may impact your performance in this course as soon as it occurs and before it becomes unmanageable. Students can also access confidential resources through the Counseling and Psychological Services (CAPS), Religious and Spiritual Life (RSL) and the Center for Awareness, Response and Education (CARE). Additional information on all of the resources mentioned above can be found here:
   o https://www.northwestern.edu/counseling
   o https://www.northwestern.edu/religious-life/
   o https://www.northwestern.edu/care/ |