



Master AI PM: Launch Your 12- Week Journey!

From Concept to Code: Learn the core tech and hands-on tools that define the AI Product Manager role. Get ready to build, prompt, and deploy with confidence.

Week 1:

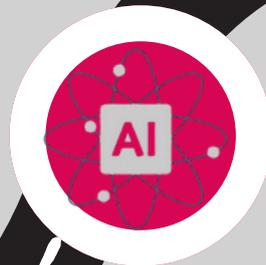


Hands on with LLMs

Using ChatGPT/Claude for PM tasks, prompt basics, example workflows



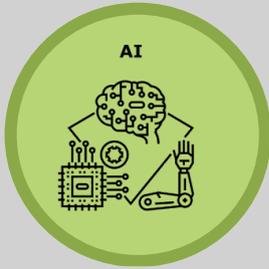
Case study - Create a custom GPT



AI Fundamentals for PMs

Introduction to AI concepts, ML vs. DL, neural networks, LLMs, tokenization, limitations

Weeks 2:



Advance AI Tooling for AI PMs

Configuring AI tools for market research, competitor analysis, user insights



LLM Architecture & Applications

How LLMs work, embeddings, model selection, applications in PM ++ prompt engineering basics
-- GPT tokenizer can be shown for first part



Prompt Chaining Workshop -

Create multi-step prompts for generating PRDs, roadmaps, and customer journey maps using AI-PM tools like FigJam AI and NotionAI.

Generate PRDs, market analysis, and release notes using AI

Advance prompting and prompting structure. Continue from the previous class to breakdown prompts and write a full fledged-PRD

Week 3:

Prototype Design with AI Tools

Figma/Uizard for AI-driven product UIs, quick iteration techniques

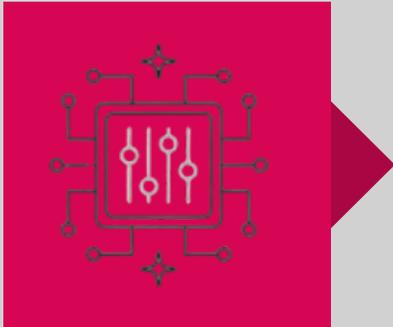
Introduction to Prompt Engineering

Principles of effective prompts, structured prompting, evaluation criteria



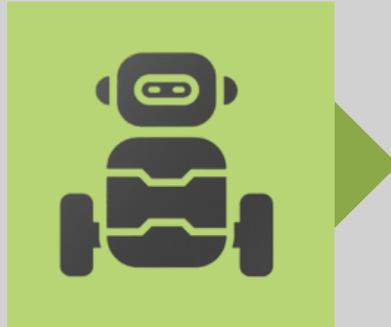
Week 4:

Hands-on LLMs hyperparameters and tweaking -



Understand working and controls of LLM models with hyperparameter tweaking in Gemini Google Studio and OpenAI Playground

Fine Tuning AI Models



Transfer learning, dataset preparation, evaluation metrics for fine-tuning

Case Study - AI Model Finetuning



Using Hugging Face Model Hub and Datasets to fine-tune your model and deploy with Auto-train



Week 5:

LLM Prompts evaluations and testing

Understand how the LLM prompts are evaluated for quality, tone, hallucination using reference and reference-free data sets using OpenAI Playground

AI Product

Development Lifecycle

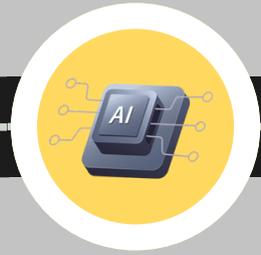
Integrating AI into product workflows, from ideation to deployment



Hugging Face for Product Managers

Improving Models with datasets, ModelHub, Inferencing, Dashboards and Learn building apps with Gradio.

Week 6:



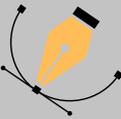
Learning 4Ds with powerful AI tools

Work through Discover, Define, Deliver and Discover cycle of Product using 100X PM AI Tools

AI-Assisted Coding

Building prototypes using Cursor/Replit, integrating APIs and databases

Week 7:



AI Product Roadmap Planning

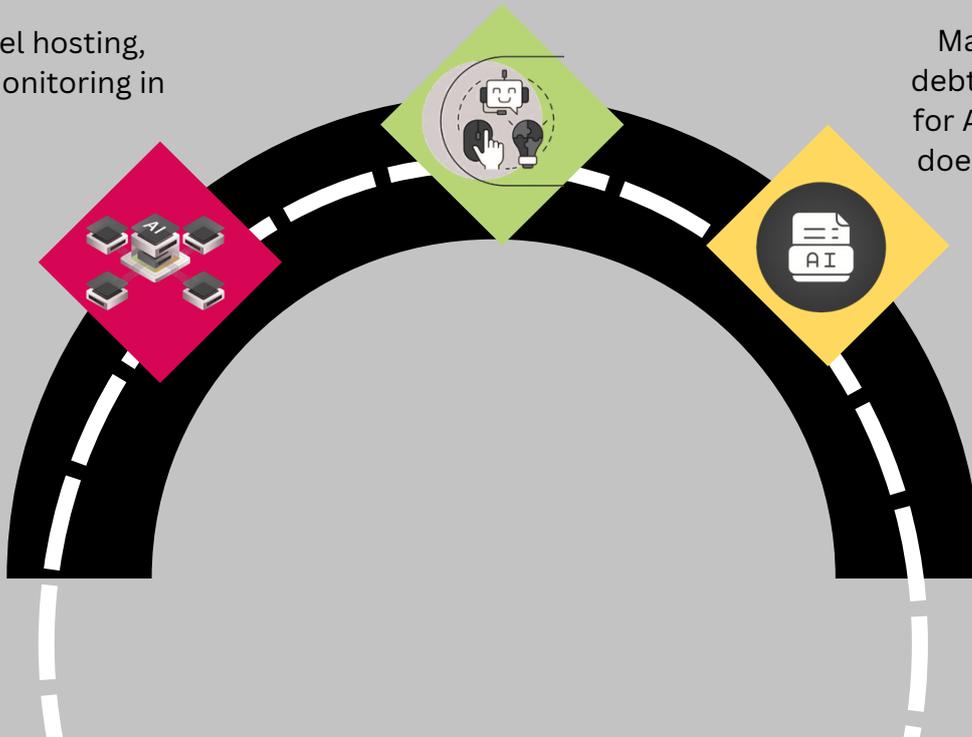
Aligning AI features with business and user goals
understand these end to end workflows with AI case studies from Big Tech Companies

Deployment of AI Products

Basics of model hosting, scaling, and monitoring in production

Scaling AI Features

Managing technical debt, iteration cycles for AI products; what does scrum planning look like in AI



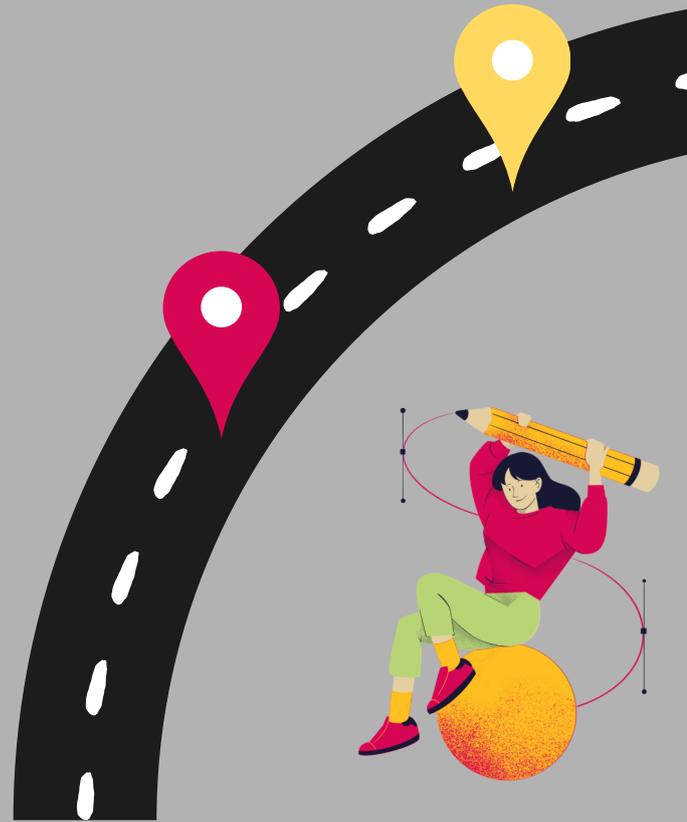
Week 8:

Type of LLMs, Image models and Size/Latency

Understand what does it take to create an image like Nano Banana. Playaround with Image models, learn to pick the LLMs by size, speed and use case

Github Copilot Basics for PMs

Learn how to use Github Copilot understand your code, work to create markdown and tasks for your software developer. Work with creating and raising PRs.



Week 9:



Building An Agent and understand basics

Hands-on: Create an AI agent to manage product backlog priorities

Autonomous agents, single vs. multi-agent systems, architectures



Agentic AI Fundamentals



Case study - customer support agent from google Sheets

Also understand AI Product GTM, Monetization and Pricing Strategy for AI

Weeks 10:



Agent Workflow Design - AutoGen

Building AI workflows for customer onboarding, support, analytics



Multi-Agent Systems & Orchestration

Agent collaboration patterns, PM applications



Agent Testing & Evaluation

Measuring agent performance, error handling, continuous improvement

RAG, MCP and LLM Ops

Understanding RAGs, MCP and building Agents with RAG capabilities.

Week 11:

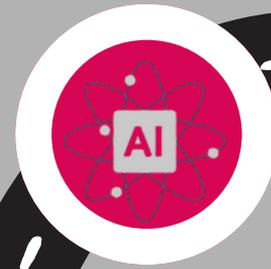
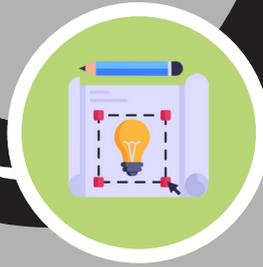
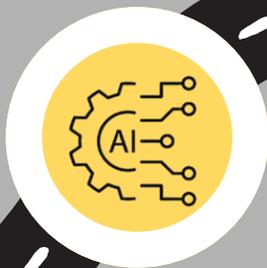
AI Agent Optimization

Improving accuracy, latency, and resource efficiency

Build RAG Agent with n8n and AutoGen



Week 12:



Responsible AI in Product Management

Privacy, security, compliance, and ethical frameworks

Metrics and how to measure the success of AI Products

LLMs, Prompt Evals and RAG Metrics

Responsible AI Assessment Workshop

Risk matrices for AI features, mitigation strategies being compliant with Responsible AI