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COURSE BROCHURE

Advanced Mini MBA in Product Management with AI Training Course

8 – 19 February 2027
Casablanca

Advanced Mini MBA in Product Management with AI Training Course

Ref: 38_957 **Date:** 8 – 19 February 2027 **Location:** Casablanca **Fees:** 8500 GBP

Mini MBA in Product Management with AI is a 2-week advanced training course for product managers, product owners and business unit heads who are responsible for products that learn from data, and who leave with an AI product roadmap. Organisations now race to add copilots and predictive features, yet many launches disappoint because economics, metrics and trust were never designed in. Jupiter Prime Training runs this course as an executive mini MBA for product leaders.

Why Mini MBA in Product Management with AI Matters Now

Three forces shape this subject today: foundation models that let small product squads ship AI features quickly, customers who judge products on reliability and transparency as much as novelty, and inference costs that change gross margins with every active user. A product organisation that manages AI well builds features users trust, prices them sustainably and learns faster than rivals; one that bolts AI on carelessly erodes margin and credibility. The course rests on ISO/IEC 42001, the international standard for an artificial intelligence management system, and the NIST AI Risk Management Framework NIST AI RMF for product-level risk decisions.

Who Gains Most from Mini MBA in Product Management with AI

- Leaders accountable for product strategy, roadmap and commercial results
- Owners of backlogs who translate customer problems into AI-enabled features
- Business unit heads who fund product bets and expect revenue impact
- Product marketing and pricing specialists who shape positioning and packaging
- Design and research leads who study how users respond to AI behaviour

Product organisations gain most when a product manager, a designer and a commercial lead attend together, because AI features succeed only when discovery, experience and pricing align.

Mini MBA in Product Management with AI Capabilities

Participants leave able to take an AI product idea from customer evidence to a priced, measured and responsibly launched feature.

- Assess whether customer problems warrant AI features using discovery evidence — product councils approving bets
- Design human-AI interactions that communicate confidence and recover from errors — users and designers
- Specify metric trees linking model quality to activation and retention — product and engineering leads
- Test AI features through controlled experiments with guardrail metrics — growth and analytics teams
- Calculate unit economics and pricing models for AI capabilities — finance and commercial leaders
- Apply responsible launch checks aligned with international standards — legal, risk and trust reviewers

Key Mini MBA in Product Management with AI Terms

- Inference cost — the computing expense incurred each time a model produces an output, which grows with product usage.
- Human-in-the-loop — a design in which people review, correct or approve AI outputs before they take effect.
- Metric tree — a structure that links a top business outcome to the product and model measures that drive it.
- Guardrail metric — a measure that must not worsen during an experiment, protecting core user experience while testing changes.
- Cold start — the early phase when a product lacks enough proprietary data for its models to perform well.
- Wizard-of-Oz prototype — a test in which humans simulate an AI feature behind the scenes to validate demand cheaply.

Mini MBA in Product Management with AI Day by Day

Day 1: How AI Changes Product Economics

- Probabilistic Products — Why AI Features Behave Differently from Deterministic Software
- Marginal Cost of Inference — Usage-Driven Cost Curves and Gross Margin
- Data Network Effects — When Usage Improves the Product Over Time
- Competitive Moats in AI Products — Data, Workflow Lock-In and Distribution
- Product Cases from Fintech Apps and Healthcare Platforms

Day 2: Customer Discovery for AI Opportunities

- Jobs-to-Be-Done Interviews — Finding Tasks Users Want Automated
- Opportunity Solution Trees — Linking Outcomes to AI Feature Ideas
- Wizard-of-Oz Prototypes — Testing AI Value Before Building Models
- Trust and Control Expectations — How Much Autonomy Users Accept
- Problem Validation Scorecard — Evidence Required Before Investment

Day 3: AI Feature Design

- Human-AI Interaction Patterns — Suggest, Assist, Automate or Delegate
- Confidence Display and Explanations — Communicating Uncertainty to Users
- Error Recovery Design — Undo, Feedback Loops and Graceful Failure
- Prompt and Copilot Interfaces — Designing Conversational Product Surfaces
- Feature Specification for Model Behaviour — Acceptance Criteria Beyond Screens

Day 4: Data Strategy for Products

- Data Requirements Mapping — Signals Needed for Each AI Feature
- Labelling and Feedback Capture — Turning Usage into Training Data
- Data Partnerships and Licensing — Acquiring External Datasets Responsibly
- Cold-Start Strategies — Launching Before Enough Proprietary Data Exists
- Privacy-by-Design in Product Data Flows

Day 5: Model Performance Metrics for Product Leaders

- Offline Evaluation Metrics — Precision, Recall and Task Success Rates
- Online Product Metrics — Activation, Retention and Feature Adoption
- Linking Model Quality to Business Outcomes — Metric Trees
- Latency and Reliability Budgets — Service Levels for AI Features
- Model Drift Alerts — When Product Owners Must Intervene

Day 6: Experimentation and Learning Loops

- A/B and Multivariate Tests for AI Features — Designing Valid Experiments
- Holdout Groups and Guardrail Metrics — Protecting Core Experience
- Interleaving and Shadow Deployments — Comparing Models Safely
- Experiment Velocity — Building a Cadence of Product Learning
- Decision Logs — Recording What Each Experiment Changed

Day 7: Pricing and Packaging AI Capabilities

- Value-Based Pricing for AI Features — Willingness-to-Pay Research
- Usage, Seat and Outcome-Based Pricing Models Compared
- Packaging Tiers — Bundling AI Into Plans Versus Add-Ons
- Unit Economics Modelling — Inference Cost Per Active User
- Price Testing and Communication — Avoiding Customer Backlash

Day 8: Go-to-Market for AI Products

- Positioning and Messaging — Claims Customers Can Verify
- Launch Sequencing — Beta Cohorts, Early Access and General Availability
- Sales Enablement — Demonstrating AI Value in Customer Settings
- Customer Onboarding — Setting Expectations for Probabilistic Features
- Adoption Funnels — Tracking Discovery, Trial and Habitual Use

Day 9: Responsible AI Product Decisions

- ISO/IEC 42001 — Embedding Product Controls Within an AI Management System
- NIST AI RMF — Mapping and Measuring Risks for Each Feature
- Fairness and Harm Assessments — Pre-Launch Reviews with Diverse Users
- Transparency Notices and User Consent — Disclosing AI Use Clearly
- Kill Switches and Rollback Plans — Containing Harmful Behaviour Quickly

Day 10: Practising the AI Product Roadmap

- Discovery Evidence Applied — Selecting a Real Opportunity from Participants' Products
- Feature Design and Metric Tree — Combining Earlier Design and Measurement Work
- Experiment and Pricing Plan — Sequencing Tests and Monetisation Choices
- Responsible Launch Checklist — Applying Risk Reviews Before Release
- AI Product Roadmap — Completing and Presenting to Product Leadership

Applying Mini MBA in Product Management with AI After the Course

- Run discovery interviews and a Wizard-of-Oz test on one candidate AI feature and present the evidence to the product council
- Build a metric tree and guardrail set for an existing AI feature and agree alert owners with engineering

Mini MBA in Product Management with AI Questions FAQ

What is a mini MBA in product management with AI, and why does it matter now?

It is an executive course on discovering, designing, measuring, pricing and launching products that use AI. It matters now because AI features are quick to build but hard to make trustworthy and profitable without deliberate product decisions.

Which roles gain most from a mini MBA in product management with AI?

Product managers, product owners and business unit heads gain most. You decide which features ship, how they are measured and priced, so you need methods suited to probabilistic, data-driven products.

How does a mini MBA in product management with AI differ from a general product management course?

It focuses on what changes when products learn from data. A general course covers discovery and roadmaps for conventional software, whereas this subject adds AI feature design, model metrics, inference economics, experimentation with models and responsible launch decisions.

What do you bring back from a mini MBA in product management with AI?

You bring back a roadmap for one real AI product opportunity. It includes discovery evidence, feature design, a metric tree, experiment and pricing plans, and a responsible launch checklist.

Mini MBA in Product Management with AI: The Way Forward

The AI product roadmap first informs which opportunity receives the next build cycle and how success will be judged. Product managers, designers and commercial leads use it to agree experiments, pricing and launch gates. After the first release, revisit the metric tree and unit economics, because real usage often shifts inference cost and adoption patterns away from early assumptions.