

AI for Product Owners

Transform product ownership with AI

AI for Product Owners prepares product professionals to integrate generative AI and AI-powered tools into research, planning, prioritization, and strategic decision-making. Learners gain practical skills to streamline workflows and accelerate value delivery in the age of AI.

On-Demand or Live Instruction

Duration:

4+ hours

Credential:

Microcredential

Languages:

English, Spanish, Korean,
Japanese, Portuguese,
Chinese, German



Who it's for

- Product owners and product managers
- Business analysts and project managers
- Scrum masters collaborating on product teams
- UX/UI professionals
- Anyone involved in product strategy or stakeholder communication



Why It matters for enterprises

- Equip product teams with high-demand AI competencies
- Accelerate research, planning, and customer insight generation
- Strengthen data-driven decision-making across product teams
- Improve speed-to-market through AI-supported workflows
- Provide scalable training for product managers, analysts, and cross-functional partners



Key learning outcomes

- Integrate AI into product research, ideation, planning, and analysis
- Apply hands-on prompt engineering for product management workflows
- Conduct AI-assisted market research and customer insights gathering
- Strengthen prioritization and strategic planning with AI-supported data
- Automate repetitive tasks and improve decision-making accuracy
- Earn a professional microcredential demonstrating future-ready product ownership skills

Course modules

1. Responsible Human and AI Collaboration
2. Everyday AI Tools for Product Owners
3. AI for Product Requirements and User Stories
4. AI for Agile Teams and Processes
5. Prompt Engineering Learning Lab for Product Owners

“The materials were well-structured, and the templates provided were particularly helpful, as they were designed for real-world application and made it easy to integrate AI principles into workflows!”

— AI for Product Owners student

