Technology Strategy and Product Management
Track Curriculum[1]

Technologies have become pervasive and fundamental to the operation of modern businesses. These technologies are at the core of today's knowledge-based economy, fueling the development of innovative products, services and business processes. Developing great high-technology products and services, however, requires more than just technical excellence. Technology leaders also need a deep understanding of business fundamentals and of how to integrate novel technologies, business processes and market forces together to create successful products and services.

The Technology Strategy and Product Management MBA Track emphasizes strategic and management issues relevant to the development, application, and management of cutting-edge technologies. Utilizing the strengths of Carnegie Mellon's #1 ranked School of Computer Science, the track provides students a foundation in technology issues related broadly to hardware and software industries, as well as delivers knowledge in Financial Technology, High-Tech Healthcare, Mobile Apps, Internet of Things, and Robotics.

MBA Graduates of this track are exceptionally prepared to address the complex issues that lie at the intersection of business and technology. They are trained to lead their future organizations in developing and executing technology strategies and managing technology projects.

Who Should Apply?

The Technology Strategy and Product Management Track prepares students who aspire to senior positions in firms ranging from Product Manager and Technology Consultant to ultimately VP of Products, Chief Technology Officer, Chief Information Officer, and Chief Executive Officer.

Students enrolling in the track must have an undergraduate degree in Computer Science, Engineering, or have comparable work experience in the high-technology sector.

Faculty Coordinator

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Required Track Courses

45-985	Product Management for and by PMs -- Semester Course
45-833	New Product Management (aka: Zero to One Product Management)
45-872	Technology Strategy
45-984	Technology Strategy and Product Management Capstone

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[1] Note: course offerings may vary from year to year.

HCI for PMs	45-868	Design Thinking for Organizational Transformation
(Choose one)	05-863	Intro to Human Computer Interaction for Technology Exec
Tech. Management	45-807	Commercialization and Innovation: Strategy
(Choose one)	45-805	Lean Entrepreneurship
	45-882	Digital Marketing and Social Media Strategy
	45-936	Marketing Analytics
	45-951	Marketing Research
	45-809	Science of Growth
	45-848	Ethics and AI
	45-952	Pricing
Data Science for PMs	45-952	End-to-End Business Analytics
(Choose one)	45-881	Modern Data Management
	46-886	Machine Learning Fundamentals
	46-887	Machine Learning for Business
	46-889	Business Value Through Integrative Analytics
	45-851	Data Mining
	45-885	Data Visualization
Optional Tech Courses		
	95-874	Agile Methods
	05-834	Applied Machine Learning
	95-891	Intro to Artificial Intelligence
	05-617	Designing AI Products and Services
	15-619	Cloud Computing
	53-604	Production Leadership
	17-781	Mobile and IoT Computing Services
	95-891	Introduction to Artificial Intelligence
	17-645	Software Engineering for AI-Enabled Systems
	11-624	Human Language for Artificial Intelligence

	05-617	Design of AI Products and Services
	49-713	Designing for the Internet of Things (or 95-733 Internet of Things)
	51-828	Design Center: Design for Digital Systems
	49-710	Product Design Thinking and Practice
	05-610	User-Centered Research & Evaluation