Course Overview

This course equips engineers and technical professionals with essential skills in **project management, product development, and business strategy**. Whether you want to **launch a startup, work at a high-growth company, or advance as a technical project manager**, this course provides the tools to lead and execute tech-focused projects effectively.

- **Project management** frameworks (Agile, Scrum, Lean)
- **Tech product development** from ideation to launch
- **Business strategy** for startups and scaling companies
- **Financial planning** and funding options
- **Leadership and execution** in fast-paced environments

Who Should Take This Course?
- Engineers seeking **project management and business skills for a startup environment**
- Students aiming for **startup roles** or high-growth tech companies
- Aspiring entrepreneurs looking to **develop and scale a product**

Key Learning Outcomes
- Apply **project management principles** to tech Startups
- Develop and execute a **product roadmap**
- Understand **startup financials and funding**
- Communicate effectively with **teams, investors, and customers**
- Analyze **case studies** and apply lessons to real-world projects
- Build and pitch a **business or product plan**

Course Structure & Weekly Topics

Topic	Key Focus Areas
Introduction	Startup fundamentals, Agile and Lean methods
Ideation & Market Validation	Problem identification, customer discovery, business model
Product Development & MVP	Prototyping, iteration, product roadmap
Project Management for Startups	Agile, Scrum, Kanban, team collaboration
Financial Planning & Fundraising	Budgeting, fundraising, investor strategies
Go-to-Market Strategy & Scaling	User acquisition, business growth, product-market fit
Leadership & Management	Hiring, decision-making, communication
Operational Execution	Process optimization, legal considerations
Pitching & Investor Relations	Investor pitch deck, negotiation, partnerships
Final Presentations	Final project pitch, feedback, career insights

Grading & Assignments
- **Project Plans Deliverables** – 35%
- **In Class Team Exercises (ICTEs)** – 15%
- **Project Management Simulations** – 20%
- **Final Project & Pitch** – 30%

Prepared by Prof. Sep Makhsous – March 2025