



Carnegie Mellon University

Tepper School of Business +
School of Computer Science

MASTER OF SCIENCE IN PRODUCT MANAGEMENT



What is product management?

Today's product managers lead cross-functional teams from a product's conception all the way to its official launch and ongoing new version releases. They guide the success of a product and lead the group that improves it. They set the product's strategy and roadmap, and help define its features based on customer input. They demonstrate expert knowledge of the market and their competition. They bridge engineering, marketing, sales and support teams, and have a strong relationship with C-suite executives.

Why? That's simple: to maximize the value created over a product's life cycle for all its stakeholders — customers, investors and society.

There's never been a more exciting time to be a product manager.

While the role product managers play can't be overstated — and employers increasingly offer high-paying positions across numerous industries — product managers are one of the top 10 roles managers struggle to fill in the technology industry. That's because they're hard to find, primarily because until recently, there were few graduate degree programs in product management. Product managers worked their

way up through engineering or marketing departments or completed certification and online courses. Both are fine routes, but neither are quick nor direct. Other product managers may have learned the role from on-the-job training but all of these methods aren't as comprehensive to enable a product manager's success.

DEMAND FOR PRODUCT MANAGERS IS AT AN ALL-TIME HIGH.

In fact, recent reports indicate that product managers are now among the highest-paid positions in the tech sector.

At CMU, we don't imagine the future. *We create it.*

What happens when the nation's best computer science program joins forces with a business school on the cutting edge of innovation and management education to offer a master's degree in product management? A degree you won't find anywhere else. And you change your career trajectory.

“Having previously been an engineer, I hope to leverage business and design skills gained from this program and **apply them effectively in my job as a Product Manager, both in startups and large companies.**

Vivek Indrayan, (MS 2019)
Senior Development Engineer
Cisco, McAfee
ms-product-management.cmu.edu

We recognized the challenges occurring in the product management pipeline and responded by creating our Master of Science in Product Management (MSPM) program. A joint effort between CMU's Tepper School of Business and School of Computer Science, MSPM turns computer scientists and engineers into product managers.

With Carnegie Mellon behind you, you know you'll have the skills and support needed to succeed. The 12-month master's program provides a deep dive into both the technical skills and business acumen you need to be successful in this high-demand area. Add an internship and capstone project for practical experience, and you have all the right tools to accelerate your career and head back to industry, reinvented.

The MSPM program provides you with in-depth education in the three key areas you need to be a successful product manager:

FOUNDATIONAL

Our time-tested technical and business coursework combined with the latest methods gives you the key skills to be successful from day one.

EXPERIENTIAL

Internships and capstone projects ensure you have the practical skills to jump back into industry and hit the ground running.

INTERPERSONAL

Great product managers need great interpersonal skills. Our program provides resources to give you the boost you need to manage people and sell your ideas to executives.



Is the MSPM program right for me?

You can become a product manager in many ways, but paths like on-the-job training and certificate programs can be time-consuming and ineffective. While a general management degree is one path to becoming a product manager, the MSPM program is specifically designed to combine technical depth with business knowledge and skills for a career focused in product management. CMU's MSPM degree takes just one year and focuses specifically on giving you the tools you need to succeed as a product manager.

If you're a technical professional interested in changing the trajectory of your career, we'd love to have you in the MSPM program.

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