

AI Product Manager

Training programme

PUBLIC: €2,000 excl. VAT*

PRIVATE: €10,400 excl. VAT*

*Prices valid from 01/01/26 to 31/12/26

2 DAYS (14 HOURS)

Learn how to frame, prioritise and assess AI initiatives to generate both user and business value.

Target audience and prerequisites

This course is aimed at Product Managers wishing to familiarise themselves with the challenges of integrating AI into their products.

All participants must have mastered the Discovery and Delivery cycles.

▲ Please note: this course does not cover using generative AI in your day-to-day work. It teaches you to design and drive products that integrate AI.

Learning objectives

- ✓ **UNDERSTAND** the fundamentals of AI applied to Product Management and collaborate effectively with data profiles
- ✓ **CONDUCT** an AI Discovery by identifying and de-risking relevant use cases
- ✓ **DRIVE** the design and implementation of AI features, from prototype (MVP) to the first stages of industrialisation
- ✓ **DEFINE AND TRACK** the right metrics to balance AI model performance with business objectives and user expectations
- ✓ **IDENTIFY** the use cases that require a high level of explainability in AI systems

Assessment

- Learning is assessed throughout the course by the trainers.
- At the end of the session, each participant receives a **certificate of completion**.

AI Product Manager

Training programme

86%

Satisfaction rate
in 2025

Course outline

2 DAYS (14 HOURS)

MODULE 1 Understanding the environment of an AI Product Manager

- The fundamentals of AI: technologies (machine learning, deep learning, NLP, generative AI, LLMs...) and use cases
- What are the differences between a PM and an AI PM?
- Data Engineer, Data Scientist, Data Analyst: working with a Data team

FUNDAMENTALS

WORKING WITH A DATA TEAM

MODULE 2 Identifying the value AI can bring to your product

- How to de-risk your AI initiatives
- How to prioritise AI use cases
- The challenges of experimenting with an AI feature
- AI is a means, not an end: which solution should you choose to address your opportunities (AI or not? Make or Buy?)

USE CASE

DE-RISKING

PRIORITISATION

EXPERIMENTATION

MODULE 3 Delivering the feature and measuring its impact

- Which framework should you use to run the delivery of AI products?
- Preparing and deploying the AI model: from MVP to user adoption
- Responsible AI: ethical and regulatory challenges
- Monitoring your AI feature

DELIVERY

MVP

MONITORING

Thiga Academy

Our support

Teaching method

Hands-on exercises make up around 40% of the course. This is complemented by **40% theory and 20% discussion** between participants and trainers, so that the content fits each participant's context.

A case study serves as the running example throughout the workshops.

Practical information

PRIVATE



Sessions are designed for a group of **6 to 10 people**. We can run the course on **our premises in Paris**, on **your premises** or **remotely**, up to 7 days before the scheduled date, subject to **receipt of a signed training agreement**.

PUBLIC



Sessions are designed for a group of **6 to 12 people on our premises in Paris**. Registration is possible **until the day before the course**, subject to availability and receipt of the **signed training agreement** before the session.

- ✓ *On request, we can adapt how the course is delivered for people with disabilities.*
- ✓ *Preferential rate for individuals and self-employed people (contact us).*

Our tailored offer

Tailored learning paths for all your needs, from ten to several hundred participants.

- ✓ Onboarding
- ✓ Internal transformation
- ✓ Talent retention
- ✓ Career paths

Thiga Academy

Our learning path

01 Product Basics

Agile Awareness

Product Culture Awareness

AI Awareness

Product Owner

02 Product Builders

Product Management

Advanced Product Owner

Product Manager

PM Full Stack

Advanced Product Manager

Data-Informed PM

Discovery Discipline
with 

Soft Skills

Business for PM

Product Lead

Lean Portfolio Management

Product Design

Figma Advanced

Product Designer

Design System Strategy

Business Mindset in Product Design

Data-Informed Designer

Workshop Facilitation

Product Marketing

Product Marketing

Product Storytelling

SAFe®

SAFe® for PM & PO

SAFe® for Architect

SAFe® Lean Portfolio Management

Leading SAFe®

Responsible Product

Responsible Product

Data AI

Learn to Prompt

Microsoft 365 Copilot

AI-Augmented PM
on   

AI Product Manager

AI-Augmented Product Designer

Accelerate Design to Code with AI

Learn Claude Code

AI-Native SDLC from the trenches

AI in Action: 2.5-hour workshops

03 Product Leaders

Leadership Programme
with 

Scale Your Product Organisation

Building the Best Product Organisation

AI for Leaders

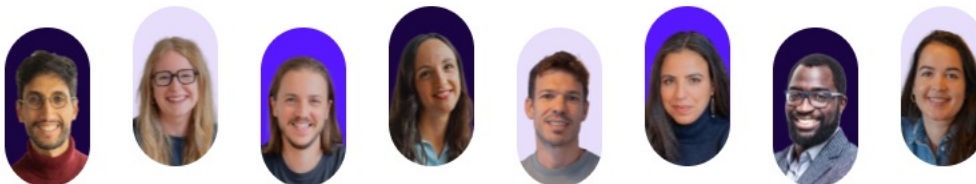
Unlock your team's power
with 

Create and Implement a Product Strategy

Thiga Academy

What they say about us

Our trainers



Our courses are delivered by one of our experts. As trainers, programme designers and consultants, they combine their professional experience with teaching skills to support you as you build your skills.

What our alumni say

“

A course run by someone who knows what they're talking about, with real 'on-the-ground' experience and methodology. Being reminded of the essential notions (North Star, metrics, perpetual questioning...) feels good.

Vincent - Freelance Product Manager

“

A very warm welcome from the Thiga team members, especially our trainer. The experiences she shared were very enriching and she was able to adapt certain elements to her audience (and to me in particular)

Océane - Product Designer at RCA

Our clients and partners

Doctolib

Disney

deezer

ManoMano

Carrefour

BlaBlaCar

mestic

ACCOR

Club Med

DECATHLON

L'ORÉAL

radiofrance

Cartier

CHANEL

Qare

POINT.P

NICKEL

meilleurs agents

Schneider Electric

AXA

CARGLASS

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SOCIETE GENERALE

Thiga Academy

About Thiga

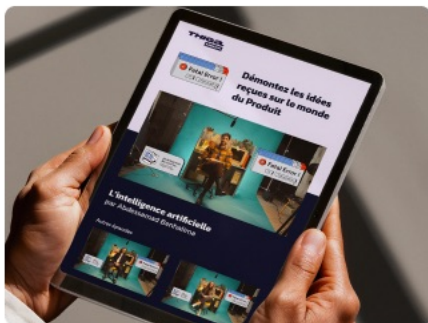


Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To give the Product community actionable advice and methods, from the basics of Product Management to setting up a Product organisation. Our whole learning path is in fact **built around these books**.

Augmented

Augmented, **Thiga's AI, Product & Tech community**, succeeds La Product Conf'. It brings together everyone who builds tech products: **meetups, workshops, breakfasts and dinners** all year round, and **an annual conference** led by French and international experts.



Our media

Discover the media outlet that informs today's and tomorrow's **Product leaders**. You'll find all the Product content to support and inspire you every day: practical guides, opinion pieces by recognised experts, themed series and long-form features. In short, original content to take you inside the best tech companies.

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Auber



Chaussée d'Antin-La Fayette