

Product Management Course Syllabus

No.	Subject	Content	Hours
1	Product Management Overview and Introduction	<ul style="list-style-type: none"> ● Product Management Principles ● The Role of the Product Manager ● Product Management Dimensions 	4
Product Strategy			
2	Building the Product Strategy	<ul style="list-style-type: none"> ● Defining Product Strategy ● Product Value ● Market Segmentation ● Competitive Analysis ● Product Positioning ● Product Mission Statement ● Pricing ● Business Model ● Business Case 	4
Product Definition			
3	Product Roadmap: structured practical guide to defining the Product and Managing Requirements	<ul style="list-style-type: none"> ● Goal Setting ● Theme Selection ● Timeframe Definition ● Product Roadmap 	4
4	Initial Product Scope: Structured practical guide to defining the product timeframe scope (product iteration or product release)	<ul style="list-style-type: none"> ● Generating Requirements ● Requirement Mapping ● Requirements Clustering ● Requirement Prioritization ● Constraints Analysis 	4
5	Final Product Scope: Structured practical guide to defining the Product – Part III	<ul style="list-style-type: none"> ● Detailed Roadmap Definition ● Communicating Requirements ● MRD, Use Case, Persona 	4
6	Product Definition: Case Study	<ul style="list-style-type: none"> ● Case Study 	4

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Product Achievement			
7	Product Achievement: Foundation	<ul style="list-style-type: none"> • Product Achievement Roles • Product Achievement Challenges • Interpersonal Communication skills – real life situation simulations • Product Management Empowerment 	4
8	Product Achievement: Dev and UX	<ul style="list-style-type: none"> • The Product Achievement Process – Waterfall, Agile (SCRUM/Kanban & more) • Product Achievement Case study • User Experience for Product Managers • Working effectively with UX Designers 	4
Product Marketing			
9	Product Marketing: Building the Product Marketing Journey	<ul style="list-style-type: none"> • Product Marketing Concepts • Perception Management 	4
10	Product Marketing: Artifacts and Platforms Summary	<ul style="list-style-type: none"> • Product Launch • Go-To-Market • Course summary 	4

