

## Product Management Course Curriculum

### Course Overview:

*The Product Management course provides the student with a comprehensive understanding of the principles and practices involved in managing a successful Product throughout its Lifecycle.*

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 1	Day 1	1. Introduction to Product Management	This module introduces students to Product Management and the important questions to note in order to be successful in the career path.	1. What is a Product? 2. What is Product Management? 3. Who is a Product Manager? 4. Important Questions for PMs	1.00
✓	✓	2. Introduction to Product Management 2	A continuation of the above with emphasis on the thinking process of a Product Manager.	1. Problem Solving as a Product Manager 2. Problem and Solution Perspective	1.00
✓	Day 2	3. Roles and Similar roles in Product Management	Describe the different specializations in Product Management and state the differences that exist among similar roles.	1. Product Manager Roles 2. Product Manager, Project Manager and Program Manager	1.0
✓	✓	4. Product Thinking	Understand Product Thinking not just as a concept but a lifestyle for a Product Manager and the foundations essential to be a successful.	1. What is a Product Thinking? 2. Pillars of Product Thinking 3. Product Teardown	1.0
Week 2	Day 3	5. Understanding Product Lifecycle	Explain the different stages that a Product undergoes and how each one is essential in building a valuable product.	1. What is Product Lifecycle? 2. The Four stages of a Product Lifecycle.	0.50
✓	✓	6. Introduction to Product Management	The module takes an in-depth look at the four stages of a Product Lifecycle and their distinct features.	1. The Introduction Stage 2. The Growth Stage 3. The Maturity Stage 4. The Decline Stage	1.50
✓	Day 4	7. Understanding Users	Have an in-depth understanding of Users, who they are and how important they are in Product Development.	1. Who is a User? 2. Difference between a User and a Customer 3. Relationship between UX Design and Product Management	1.00

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✓	✓	8. Conducting a User Research	Explain the importance of User-Research, describe the processes involved in conducting valuable User-Research and all the steps required to get it right.	1. What is User Research? 2. Types of User Research. 3. Steps to Conducting User Research 4. A Vitamin or a Painkiller?	1.00
Week 3	Day 5	9. User Segmentation and Persona	Describe User Segmentation and how to create the perfect Persona for any Product. Explain on the need.	1. What is user segmentation? 2. Types of User Segments. 3. Developing a User Persona 4. Tips for creating User Persona	1.00
✓	✓	10. Writing Effective User Stories	This is a continuation of the module on User Segmentation with emphasis on the creation of User Stories and the acceptable formats in Product Management.	1. What are User Stories? 2. How to write user stories 3. User Story Format 4. Acceptance Criteria and Characteristics	1.00
✓	Day 6	11. Competitive Analysis, Minimum Viable Product and Prioritization Framework	Highlight the steps involved in carrying out a Competitive Market and Competitors Analysis. Define concept of MVPs and Prioritization Frameworks.	1. How to conduct a Competitive Market Analysis 2. What is an MVP? 3. Types of MVPs and mistakes to avoid while building one 4. Types of Prioritization Frameworks	2.00
Week 4	Day 7	12. Product Metrics	Explain the importance of measuring Metrics to Product Teams and identify ways of selecting the best for a particular product.	1. What are Product Metrics? 2. Difference between KPIs and Metrics 3. The Three levels of Metrics	1.00
✓	✓	13. Product Roadmap	Understand the use of Product Roadmaps in an agile environment.	1. What is a Product Roadmap 2. Roadmap Formats 3. Features of a Roadmap	1.00
✓	Day 8	14. Product Strategy	Describe what makes a Product Viable and how to develop the best strategies for breaking into any market.	1. What is Product Viability? 2. What is and Why Product Strategy? 3. Components of Product Strategy	1.00
✓	✓	15. Product Launch	Clearly describe the different phases of launching a product and their distinct features.	1. What is Product Launch? 2. Phases of Product Launch 3. Important actions after Launch	1.00