



# Product Management Program

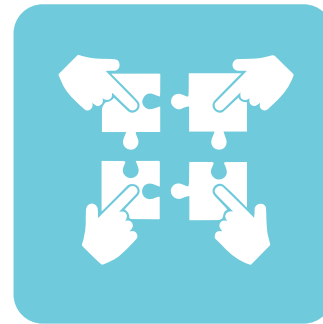
# Learning Model



Tutor-led physical and virtual classes



Group based projects



Collaborative & interactive learning

## Syllabus

### WEEK 1: Introduction to Product Management

#### 01.01 – What is Product Management?

- Understanding what Product Management is
- The role of a Product Manager
- Product lifecycle overview
- Core responsibilities and required skills

#### 01.02 – Types of Product Managers

- Technical PMs vs Growth PMs vs Platform PMs
- Product roles in startups vs enterprises
- Cross-functional team structure

#### 01.03 – The Product Development Lifecycle

- Idea → Discovery → Delivery → Growth → Retirement
- Key stakeholders in each stage
- PM's role across the lifecycle

## WEEK 2 : Product Thinking & Strategy

### 02.01 – Product Thinking Mindset

- Problem-first vs solution-first approach
- The value proposition
- Product/Market fit concept

### 02.02 – Product Vision, Mission & Goals

- Defining vision & mission statements
- Setting measurable objectives (OKRs)
- Aligning company and product goals

### 02.03 – Product Strategy Frameworks

- Golden Circle (Why–How–What)
- North Star Metric
- Business Model Canvas

## WEEK 3: Market & Competitive Analysis

### 03.01 – Understanding the Market

- TAM, SAM, SOM
- Market trends and segmentation

### 03.02 – Competitor Research

- How to identify direct vs indirect competitors
- SWOT analysis
- Competitive positioning

### 03.03 – Opportunity Identification

- Jobs To Be Done (JTBD) framework
- Problem prioritization (RICE, ICE)

## WEEK 4: User Research & Discovery

### 04.01 – Understanding Users

- User personas vs user segments
- Customer journey mapping

### 04.02 – Research Techniques

- Qualitative: Interviews, observations
- Quantitative: Surveys, analytics
- Synthesizing insights

### 04.03 – Validating Assumptions

- Hypothesis testing
- MVP concept
- Usability testing basics

## WEEK 5: Product Roadmapping

### 05.01 – Product Vision to Roadmap

- Converting strategy into roadmap
- Types of roadmaps: outcome-based, timeline-based

### 05.02 – Prioritization Frameworks

- MoSCoW, Kano, RICE, Value vs Effort matrix

### 05.03 – Writing Product Goals (OKRs)

- How to link objectives to key results
- Tracking progress

## WEEK 6: Product Requirements & Documentation

### 06.01 – Understanding PRDs (Product Requirement Documents)

- What is a PRD and why it matters
- Components of a good PRD

### 06.02 – Writing User Stories

- User story format: “As a [user], I want [feature], so that [benefit]”
- Acceptance criteria

### 06.03 – Use Cases & Edge Scenarios

- Mapping user flows and handling exceptions

## WEEK 7: UX Principles & Prototyping

### 07.01 – Basics of UX Design for PMs

- UX vs UI
- Heuristics and usability principles

### 07.02 – Wireframing & Prototyping

- Low-fidelity vs high-fidelity wireframes
- Tools overview: Figma, Miro

### 07.03 – Usability Testing

- How to plan and run usability tests
- Gathering and interpreting feedback

## WEEK 8 : Product Sense & Design Critique

### 08.01 – Product Sense Framework

- What makes a great product?
- Balancing user needs, business goals, and tech feasibility

### 08.02 – Product Decision-Making

- Prioritizing tradeoffs
- Stakeholder management

### 08.03 – Product Review & Critique Sessions

- Reviewing product experiences
- Giving and receiving feedback

## WEEK 9 : Product Analytics

### 09.01 – Introduction to Product Metrics

- Input vs output metrics
- Leading vs lagging indicators

### 09.02 – Defining North Star Metric

- Key success indicators per product type
- Cohort analysis

### 09.03 – Building Dashboards & Reports

- How to track success metrics
- Tools overview: Amplitude, Mixpanel, Google Analytics

## WEEK 10: SQL for Product Managers

### 10.01 – SQL Basics

- SELECT, WHERE, and ORDER BY

### 10.02 – Aggregations & Joins

- SUM, COUNT, AVG, JOIN operations

### 10.03 – Using SQL for Product Insights

- Querying retention, churn, engagement

## WEEK 11: Experimentation & A/B Testing

### 11.01 – Experiment Design Basics

- Hypothesis formulation
- Control vs variant

### 11.02 – A/B Test Metrics

- Sample size, conversion rate, statistical significance

### 11.03 – Post-Experiment Analysis

- Reading experiment results
- Making product decisions

## WEEK 12 : Agile & Cross-functional Collaboration

### 12.01 – Agile Fundamentals

- Scrum vs Kanban
- Sprint ceremonies

## 12.02 – Working with Engineering Teams

- Backlog grooming
- Story estimation

## 12.03 – Communication with Stakeholders

- Managing expectations
- Status reporting

## WEEK 13 : Go-to-Market (GTM) & Product Launch

### 13.01 – Launch Planning

- Pre-launch checklist
- Internal and external coordination

### 13.02 – Growth Loops & Funnels

- Acquisition, activation, retention, revenue, referral (AARRR)

### 13.03 – Pricing & Monetization

- Freemium, subscription, usage-based pricing

## WEEK 14 : AI & Emerging Tech for PMs

### 14.01 – Understanding AI Products

- Basics of AI/ML for PMs
- Data lifecycle & model evaluation



## 14.02 – Scoping AI Features

- Defining input/output
- Identifying ethical and data risks

## 14.03 – Product Ethics & Responsible AI

- Bias, transparency, fairness

## WEEK 15: Product Scaling & Growth

### 15.01 – Product Growth Strategies

- Network effects
- Retention and engagement loops

### 15.02 – Scaling Infrastructure

- Platform thinking
- Internationalization & localization

### 15.03 – Product Maintenance & Sunset

- Managing feature debt
- Product retirement process

## WEEK 16: Capstone & Career Readiness

### 16.01 – Capstone Project Presentation

- End-to-end product presentation (vision → PRD → prototype → metrics → GTM)

## 16.02 – Portfolio Building

- Creating your PM portfolio & case study format
- Presenting your process

## 16.03 – Interview & Career Prep

- Product sense & analytical interview practice
- Resume and LinkedIn optimization