Syllabus - Product Management

Product Management

Product Management: Introduction (6 Sessions)

Session 1 - Product Management Introduction
Who is a PM?
What is a product?
Product vs. Project Management

Session 2 - Product Life Cycle and Development
4 Major Phases of Product Life Cycle (Development, Growth, Maturity, Decline)
The Product Development Process

Session 3 & 4 - Key Product Management Terms
Lean Product Development?
Agile?
What is Scrum? How does it work?
What is Kanban? How does it work?
What is Waterfall Development?
Real Exs - Waterfall & Agile

Session 5 - Identify User Needs and New Ideas
How does the PM think of new ideas?
What are REAL user needs?
How to separate signal from noise?

Session 6 - Identify User Needs and New Ideas (Part 2)
Tools - Needs, Features, Benefits Table
Exercise - Finding the problem and identifying the pain by defining a problem statement

Product Management: Beyond the Basics (12 Sessions)

Note - Everything under **'Product Management: Introduction'** will be covered with the following additional topics

Session 7 - Market Research & Competitor Intro
Market research - sizing the market?
Market trends?
Finding Competitors as a PM?

Session 8 - Competitor Landscape (Detail)
Direct/Indirect/Potential Competitors and their impact

SWOT Analysis of competitors
Making a feature table

Session 9 - Mock Assignment Competitor Analysis
Sizing the market, finding competitors, SWOT Analysis and Feature Table

Session 10 - Customer Development & Personas (Part 1)
What is customer development?
Types of customer interviews?
Who should you talk to?

Session 11 - Customer Development & Personas (Part 2)
Finding Interviewees - Internally & Externally?
How to convince them to talk?
How to conduct the interview correctly?

Session 11 - Customer Development & Personas (Part 3)
What is User Persona?
Building user perona from interviews?
Common mistakes when making Personas?

Session 12 - Exercise - Conduct Interviews and Build User Personas

Product Management: Zero to MVP! (18 Sessions)

Session 13 - What is MVP and Experimenting?
What is an MVP?
Steps to run an MVP Experiment?
Real life example

Session 14 - Assumptions
Identifying assumptions?
Finding the riskiest assumptions?
Making Decisions - The Risk / Difficulty Square
Real life example

Session 15 - Hypothesis & MCS
What is a hypothesis?
How to frame a hypothesis?
Real life example
What is MCS? (Minimum Criteria for Success)
Making your own MCS formula with example

Session 16 - MVP Techniques (Part 1)
Brief about all MVP Techniques

- Email
- Shadow Buttons
- Coming Soon & 404

Session 17 - MVP Techniques (Part 2)
In depth techniques (with examples)
- Explainer Videos
- Concierge service MVPs
- Piecemeal MVPs
- Fake Landing Page MVP
- Wizard of Oz MVP

Session 18 - Shaping the product
Evaluating MVP Results
Creating a feature backlog using Pivotal Tracker

Product Management: Become a PM! (25 Sessions)

Session 19 - Intro to Wireframing
What is wireframing?
Wireframe vs Mockup vs Prototype
Basics of Balsamiq/Wireframe.cc (Figma)

Session 20 - Wireframe in Detail
Nuances of Balsamiq/Wireframe.cc (Figma) - Mockup Build
User testing of the wireframe

Session 21 - Epics & User Stories (Part 1)
Epics and Epic Specs?
User stories and acceptance criteria?
Real example

Session 22 - Epics & User Stories (Part 2)
What are the qualities of great stories?
Estimations and Velocity?
Roadmapping
Prioritization

Session 23 - PM - Working with team (Part 1)
General Communication Skills

How to work with Developers?

Session 24 - PM - Working with team (Part 2)
Working with designers?
Working with other stakeholders? (Higher Management, Different Departments, Customers)

Session 25 - Tech for PMs
Why learn technology?
Understanding the Front End, Back End & Tech Stacks
Understanding APIs - Application Programming Interfaces
Additional Technology