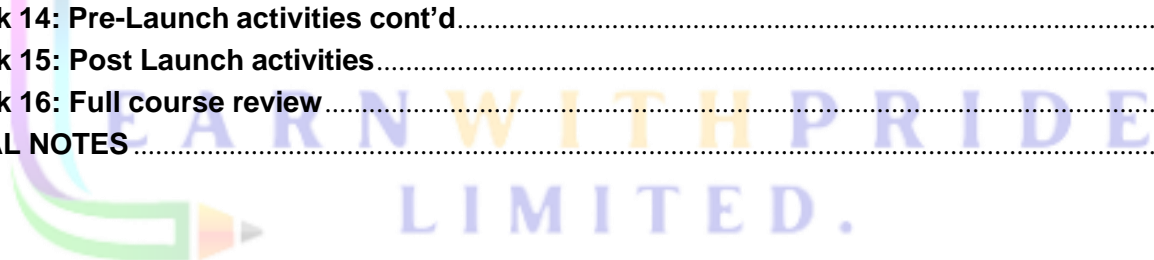


<b>First Month</b>	
<b>Week 1: Introduction to Product Management</b>	<b>1</b>
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<b>Week 3: Step 1 - Ideation of a product</b>	<b>2</b>
<b>Week 4: Step 2- Product definition aka Business case</b>	<b>2</b>
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## First Month

### Week 1: Introduction to Product Management

- Meaning,
- History,
- Roles and responsibilities,
- Career options/ opportunities,
- Skills to be a great product manager
- Terminologies to be familiar with

### Week 2: Product Management and its Relationship with a Company

*N.B: This week will be done with the review of real-life organizations*

- What is the company about: the vision, mission, goal and objectives of the company
- Who is the customer (Target market)
- User case: meaning and use

- Product management process/lifecycle

**Take-home group assignments on Creating a user case and target market of selected companies**

Week 3: Step 1 - Ideation of a product

- What is a problem statement
- Problem statement research: Quantitative, Qualitative research
- Difference between Quantitative and Qualitative research
- Validation: making a problem statement an idea
- User persona: what it means, characteristics, How to create a user persona
- Success metrics (Key performance indicators): Happiness, engagement, adoption, retention and task success

**Take-home group assignments on Creating a user persona, creating a problem statement, and shortlisting success metrics for their selected companies**

Week 4: Step 2- Product definition aka Business case

*N.B: This week will be done with the review of a dummy problem statement*

- Business case: what it is, use of a business case and benefits of a business case
- Practical breakdown of the parts of a business case:
  - The initial focus of the business case: Where are we starting and what is the exact problem we are facing?
  - Proposal: What is our solution?
  - Return on investment
  - Initial success metrics
  - Competitors
  - Our company's advantage
  - Product's initial roadmap: Scope and pillars
- How to pitch a business case: Presentations and pitches

**Take-home group assignments on creating the business case for their earlier shortlisted companies**

Second month- Step 3: Design a product

- Week 5: Idea to actions
- What is an MVP: Meaning, objectives, application into product management
- What is a PRD: Meaning, objectives, application into product management
- Staffing the Product: Parties and the roles they will play in the development of the product
- Creating the product vision. Mission and goals

**Take-home group assignments on creating their products' vision, mission and goals for their earlier shortlisted companies**

- Week 6: Initial PRD development

*N.B: This week will be done with the review of a dummy problem statement*

- Background of the product: Problem statement, vision. Mission and goals
- Design sprint: Meaning, timeline and parties to be involved
- Understanding the product: How might we technique and sorting technique
- Defining the sprint focus
- Success metrics for the product
- Sketching
- Deciding on the best sketch
- Storyboarding

**Take-home group assignments on creating their products' sketches and storyboards for their earlier shortlisted companies**

- Week 7: Design sprint cont'd
- UX design:
  - Basics on design
  - Implementing designs from storyboard to a lo-fi figma design
  - Prototype the design

**Take-home group assignments on creating their products' lo-fi design and prototype for their earlier shortlisted companies**

- Week 8: Design sprint cont'd
- Validate the UX design:
  - Survey creation
  - Interviews
  - Interview feedback and how it influences the future of the product
- Updated PRD:
  - Key features and scope: Ranking of features and their descriptions
  - Core UX flow

**Take-home group assignments on creating their products' updated PRD for their earlier shortlisted companies**

Third Month: Step 4- Development

*N.B: This month will be done with the review of a dummy problem statement and other materials for a wholistic view*

Week 9: Product development activities

- Product coordination activities map
  - What is a coordination activities map?
  - Stakeholders and their roles
- Engineering development methodologies
  - Waterfall

- Agile
- Kanban
- Scaled agile framework
- Scrum

## Week 10: Scrum: Sprint planning, sprint meetings and potential hijinks to affect sprint flow

- Scrum master: Who is a scrum master and what are their duties
- Benefits of hiring a scrum master and how to become a scrum master
- Scrum master + Engineering + Product manager relationship( The confluence)
  - Setting a sprint goal
  - Creating a user story
  - User story prioritizing and logic
  - Use of PMP tools: JIRA and TRELLO

## Week 11: Scrum master + Engineering + product manager relationship Cont'd

- Handling potentially difficult situations
- Sprint backlog reprioritization
- The art of negotiation
- Product demo: What it is, how to make one and the benefits
- Production push and Live push (What is the difference)

### **Take-home group assignments on creating their products' DEMO for their earlier shortlisted companies**

## Week 12: Step 5: Launch

*N.B: This week will be done with the review of a dummy problem statement and other materials for a wholistic view*

- Product launch: What is it and what kind of launches exist
- Product pre-launch activities:
  - PRD update with market information
- I. Total addressable market techniques: What is Total addressable market, what is its importance and how do we calculate it?)
- II. Success metrics
- III. Target market
  - Product Pricing Strategy
- I. What is a pricing strategy?
- II. Who is involved in the product pricing process?
- III. Types of pricing
- IV. How to price a product( Revenue goal)?

## **Take-home group assignments on creating their products' updated PRD and Pricing strategy for their earlier shortlisted companies**

Fourth Month: Step 5- Launch cont'd

Week 13: Pre-Launch activities Cont'd

*N.B: This week will be done with the review of a dummy problem statement and other materials for a wholistic view*

- Marketing guide:
  - I. What is a marketing guide?
  - II. What parties partake in the creation of a marketing guide?
  - III. Acquisition channels
  - IV. How to market a product (A deep dive into the different guides a PM can adopt to market a new product)
- Employee training for the new product: Sales and support team ( A review of training sessions with cross-functional teammates to review the new product)

## **Take-home group assignments on creating their products' marketing guide for their earlier shortlisted companies**

Week 14: Pre-Launch activities cont'd

*N.B: This week will be done with the review of a dummy problem statement and other materials for a wholistic view*

- User guide
  - I. What is a user's guide?
  - II. Who is a technical writer?
  - III. What does a User guide entail?
    - Post-launch activities
- Launch emails
  - I. What is a launch email?
  - II. Types of launch email?
  - III. Step-by-step guide for sending out launch emails

## **Take-home group assignments on creating their products' launch emails and user guides for their earlier shortlisted companies**

Week 15: Post Launch activities

*N.B: This week will be done with the review of a dummy problem statement and other materials for a wholistic view*

- Tracking product performance
- Iterate the product (A/B testing)
  - I. Proposed iteration
  - II. Hypothesis
  - III. Success metrics

#### IV. Control and variant

#### Week 16: Full course review

- Any questions
- Final review of group projects
- Product management resume

#### FINAL NOTES:

- At the start of class, all students will pick a company and identify an issue. The identified issue serves as the inspiration for all take-home assignments
- Assignments will be done in groups and presented at the start of each class
- Feedback will be shared in class in the form of a group conversation

