

	MODULE(S) / TOPICS	DELIVERABLE(S)	OUTCOME	
<b>WEEK 1</b>	<b>INTRODUCTION TO PRODUCT</b> [Intro to the course + How we will work] -What is a Product Manager? -Product Lifecycle - Lean/Agile Methodology	- Final Project: Problem Statement and Hypothesis	-Clarity about the role and place of a Product Manager. -An understanding of the Product Development Process. - Ability to articulate an initial hypothesis.	<b>Identifying Problem-Solution Fit</b>
<b>WEEK 2</b>	<b>CUSTOMER RESEARCH</b> -Customer Research & Insight Development -Tools for exploring, capturing customer needs.	- Customer Interviews. - Personas. - Proposition Canvas. - Journey Mapping.	-Ability to identify customer cohorts for research. -Understanding of the Customer Development process. - Structured methods to capture and articulate user needs.	
<b>WEEK 3</b>	<b>MANAGING RISK</b> -Minimum Viable Products -Prioritisation	-Generate Assumptions + Risks -Design Tests MVP + Results of running it.	- Ability to identify risks and reduce them through experimentation. - Ability to identify the appropriate prioritisation model for a given situation, pre and post MVP.	
<b>WEEK 4</b>	<b>BUSINESS MODEL DESIGN</b> -Business Model Canvas -Market Research	- Canvas mapping business model. - External Analysis relating to business model.	- Understanding of the value of Business Model Design as an alternative to 'planning'. - Ability to create various business model options. - Working knowledge of models used for external & competitive analysis.	
<b>WEEK 5</b>	<b>MOVING IT FORWARD</b> - Getting Buy-In for Your Project - Midpoint Presentations	- Midpoint Presentation	- Experience pitching the idea to gain support, buy-in, and funding. - Learnings associated with distilling a story down to the relevant core components.	<b>Building Product-Market Fit</b>
<b>WEEK 6</b>	<b>AGILE DELIVERY</b> -Story Writing & Acceptance Criteria - Story Mapping	- Agile Stories - Jobs To Be Done - Story Map	- Ability to use Agile Stories in an agile environment (tech or business) - Ability to articulate the entire product striking a balance between dependencies, and prioritisation.	
<b>WEEK 7</b>	<b>DESIGN SYNTHESIS</b> - Wireframes - Usability Testing	- Wireframes & Task Scenarios	- Basic ability to create wireframes for qualitative testing and to communicate with teams. - Ability to run usability tests on wireframes & prototypes.	
<b>WEEK 8</b>	<b>ALIGNING TO BUSINESS VALUE</b> - Product Roadmaps - Metrics, KPIs, and OKRs - Financial Modeling	- Product Roadmap - Product KPIs - Organisational KPIs - Financial Model Draft	- Ability to map the development of a product over time, with reference to a broader strategy. - Ability to assess and use the relevant roadmapping model for the situation. -Ability to explore and define organisational & product metrics that will shape the product. - Ability to construct and evolve a financial model appropriate to your situation.	
<b>WEEK 9</b>	<b>BUSINESS AS USUAL</b> - Tech for Product Managers including - Release Planning/ Notes - Stakeholder Management	- Release Notes - Communications Plan	- Understand the basics of the technologies used for creating digital products. - Introduction to a range of product manager tools. - Ability to write release notes. - Awareness and principles to consider in stakeholder management, leadership, and influence.	<b>Scaling</b>
<b>WEEK 10</b>	- Final Presentations	- Final Presentations	- Ability to present a curated story for impact and influence. - Confidence in the process end to end.	