upGrad & Duke CORPORATE EDUCATION

Post Graduate Certificate in Product Management

6 Months



upgrad.com

upGrad

Thanks to the entrepreneurial and technology ecosystem accelerating across the Middle East, more and more products are being launched everyday. Employers are looking for a vast number of qualified well-rounded product managers but are struggling to find them.

This Post Graduate Certificate in Product Management by Duke Corporate Education and upGrad fills this supply-demand gap in the product ecosystem by providing professional training and mentoring to aspiring as well as existing product managers. Our program is specifically designed for professionals like you to help them successfully transition and grow in their product management career.

If you are reading this, you may wish to pursue a career in product management, develop your skills or transition into the field. With upGrad, we promise an immersive learning experience that will equip you with the perfect business, technical and managerial skills to help you achieve the career outcomes you're looking for.



Ronnie Screwvala

Co-founder & Chairman
upGrad



Duke
CORPORATE EDUCATION

A premier global provider of custom executive education, consistently ranked among the top three providers of leadership solutions in the world, Duke CE has forged a reputation as a centre of rigorous thinking and high impact transformative education.

Duke Corporate Education spun out of Duke University's Fuqua School of Business in 2000 to focus specifically on leadership development in context. Duke CE redefines corporate education with a model that blends university with business, bringing together experienced business and learning experts and a global network of faculty and experience providers to help clients.

With a proven record of educating global leaders, Duke's Corporate Executive Education programmes are developed to help executives and organisations from both public and private sectors achieve operational excellence and results.

The Financial Times has ranked Duke Corporate Education in the top 3 for 19 consecutive years in executive education rankings list.

Michael Chavez
CEO
Duke Corporate Education

Duke CE's academic rigour in collaboration with upGrad's online learning experience expertise, will make this program a deeply engaging journey for all of us. Our cutting edge curriculum and upGrad's learning advantage will definitely help people to become next-gen Product Managers.

ABOUT DUKE CORPORATE EDUCATION

Financial Times Global Rankings

2020	SCHOOL	COUNTRY
1	Iese Business School	Spain / US
2	HEC Paris	France
3	Essec Business School	France
4	Duke Corporate Education	US / UK / South Africa / Singapore / India
5	SDA Bocconi School of Management	Italy
6	Insead	France / Singapore / UAE
7	IMD Business School	Switzerland / Singapore
8	Edhec Business School	France
9	University of North Carolina: Kenan-Flagler	US
10	London Business School	UK

Duke Corporate Education

Duke CE is the only institution to be ranked globally in the top 5 in Customised Executive Education by the Financial Times for 20 straight years and #1 for 12 years.

KEY MILESTONES

80+
COUNTRIES DELIVERED

1,500+
GLOBAL EDUCATORS

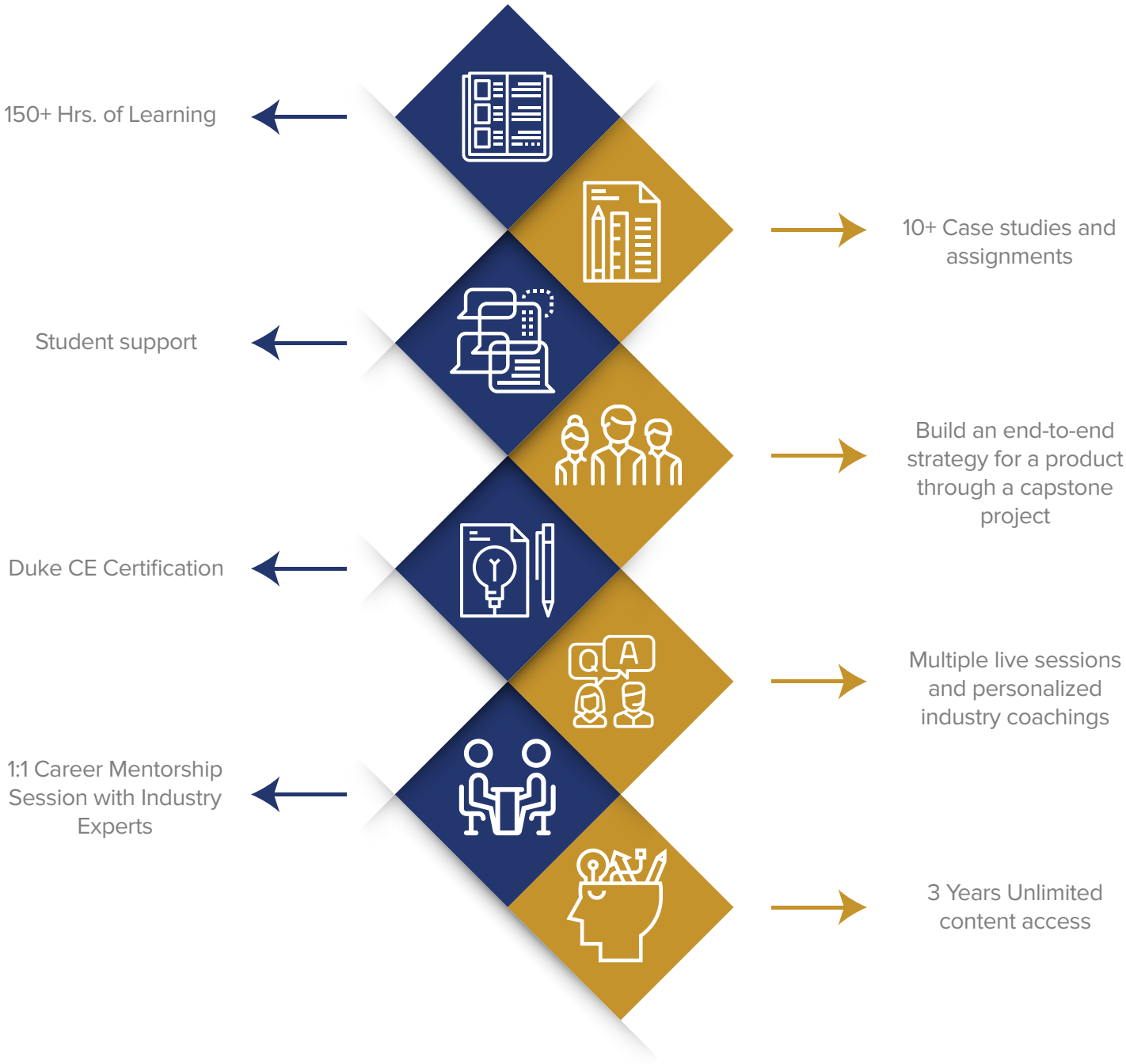
8,500+
PROGRAMS COMPLETED

250,000+
LEADERS ENGAGED

GLOBAL
INSIGHT & IMPACT

#1
PROVIDER OF EXECUTIVE EDUCATION
headquartered in North America

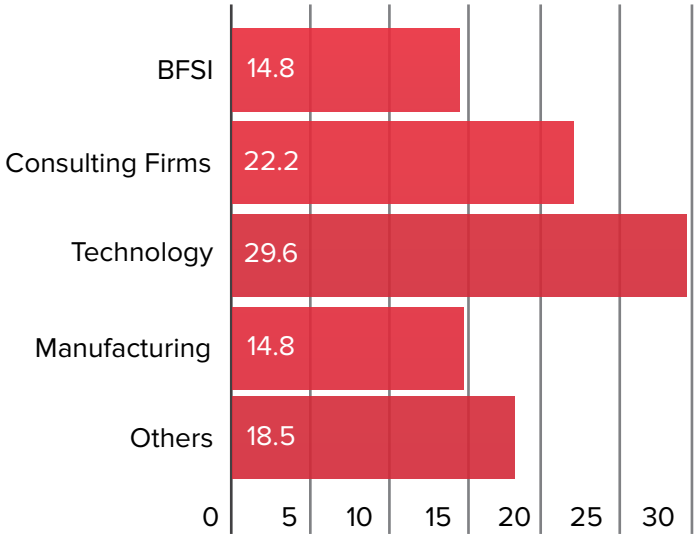
PROGRAM HIGHLIGHTS



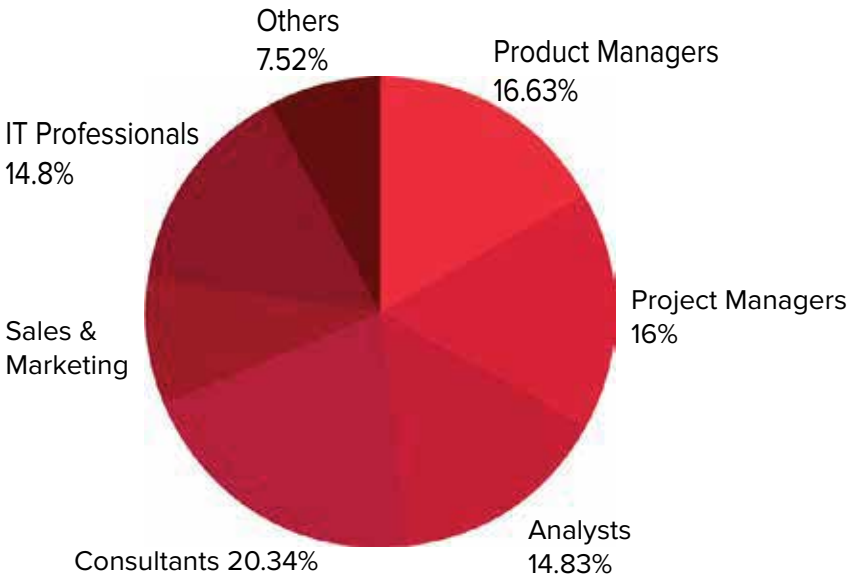
WHO IS THIS PROGRAM FOR?

If you are a product manager/aspire to become one, then this program will equip you with the right skills and competencies for the role. This program enables a large variety of profiles to develop their product skills, as our 1,500 product management alumni demonstrate.

Industry Wise % Breakup:



Role Wise % Breakup:



PROGRAM CURRICULUM

0. INTRODUCTION

- **Introduction to the Program** (0 weeks)
  - Key responsibilities of a product manager
  - Overview of hard and soft skills required for the role of a product manager
  - Essential toolkit for PMs

1. BUILDING A PRODUCT STRATEGY

- **Understanding the Market** (1 week)
  - Overview of the market landscape
  - Market research and market sizing for making informed decisions
  - Competition analysis to always stay ahead of the game (pereptual mapping,
- **Finding User Needs & Building Artefacts** (2 weeks)
  - User research techniques to understand the users better
  - Persona building, user goals and user journey mapping
  - Product adoption lifecycle
- **Product Vision and Strategy** (2 weeks)
  - Building a vision and strategy for a product
  - Value Proposition Canvas to develop a unique proposition for the product
  - PTW (Playing to Win) Framework and Business Model Canvas to better
  - Pitching your product strategy to stakeholders

2. PRODUCT DESIGN AND PROTOTYPING

- **Design Thinking** (1 week)
  - 5 Stages of Design Thinking to solve problems
  - Design Sprints and a PM's role in the process
- **Ideation** (2 weeks)
  - Different ideation techniques to solve a problem
  - Different ways to evaluate and prioritise an idea
- **Design and Prototyping** (2 weeks)
  - UI and UX understanding for building great products
  - Sketching, Wireframing and Prototyping for your product
- **Usability Testing** (1 week)
  - What, why, how and when of conducting usability testing
  - Card sorting and A/B testing

3. PRODUCT PLANNING AND LAUNCH STRATEGY

- **MVP** (2 weeks)
  - Using the Build-Measure-Learn Framework
  - Different types of MVP (Iterative and Throwaway)
- **Product Development and Planning** (2 weeks)
  - Agile and Scrum frameworks for product development
  - Setting objectives and key metrics for product launch
  - PRD (Product Roadmap Document)
- **Product Marketing and GTM Strategy** (1 week)
  - Building a GTM Strategy
  - Setting the Pricing and Sales & Marketing Strategies
  - Role of a PM in product launch

• TECH 101 FOR PMS

- **Tech 101 for PMs (Optional)**
  Basic technical understanding required for a PM (product architecture, software development, etc.)

• CAPSTONE PROJECT (GROUP PROJECT)

- Work on an end-to-end project to plan for the launch a product from 0-1 stage (3 weeks)

4. PRODUCT ANALYTICS AND ENGAGEMENT

- **Product Analytics** (2 weeks)
  - Measure the success of a product
  - Key product and user metrics for a product across various stages of a development cycle
  - Work with data to draw conclusive insights
  - Product experimentation techniques like A/B testing and multivariate testing
- **Growth Strategies** (1 week)
  - Metric for product growth
  - Strategies for acquisition, retention, engagement, activation, monetisation and resurrection
  - Case Study of a product at its growth stage

5. WORKING WITH TEAMS

- **Project Management** (1 week)
  - Planning product iterations and sprints
  - Managing timelines and product backlog
  - Documentation required for product management
- **Stakeholder Management** (2 weeks)
  - Working with different stakeholders and keeping them aligned
  - Leading without authority

PROGRAM INCLUDES



LIVE SESSIONS WITH INDUSTRY EXPERTS & SMALL GROUP COACHING SESSIONS



1:1 MENTORSHIP CALLS



CAREER TRANSITION PREP:

- Resume building
- Mock interviews



MASTERCLASSES WITH PRODUCT EXPERTS

POST GRADUATE CERTIFICATE IN PRODUCT MANAGEMENT FROM DUKE CE & UPGRAD

Joint certificate from Duke Corporate Education and upGrad :

- Duke CE , Ranked #3 in Executive Education by the Financial Times
- Lifetime access to Duke CE's Thought Leadership journal 'Duke CE Dialogue'
- Certificate easily shareable across LinkedIn, etc



Duke
CORPORATE EDUCATION

DUKE CORPORATE EDUCATION

hereby confers upon

Quan Nguyen

the Certificate of Completion of the

Post Graduate Certificate in Product Management

after successfully completing the requirements of the programme held between
30th June, 2019 and 1st November, 2019

Sharmla Chetty
Chief Executive Officer
Duke Corporate Education

Mayank Kumar
Co-founder and MD
upGrad

PRODUCT MINDSET BOOTCAMP

- Build expertise in the most relevant product skills and earn an upGrad powered certificate.
- Attend all the live sessions and receive the Product Mindset Bootcamp completion certificate from upGrad.
- The certificate is easily shareable across Linkedin, Naukri, etc.



GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION (RECOMMENDED)

The course content offered by Duke CE is exhaustive enough for you to earn this certification. It can help you validate your expertise in basic and advanced Google Analytics concepts.

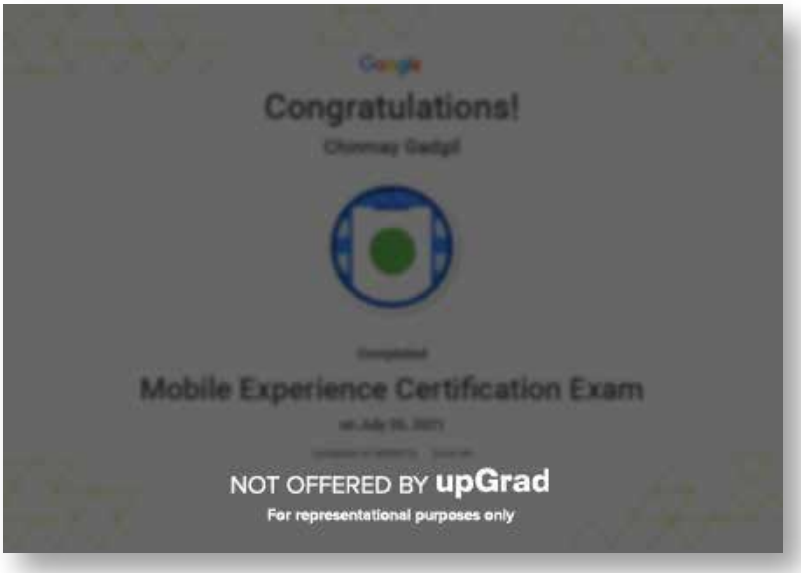
- Learn everything from planning to implementation and data collection; and conversion to attribution.
- Stand out to recruiters with the most sought-after skills in your CV.
- Please note: These certifications are recommended by upGrad and are not included in the course. Speak to our admissions team to know more.



MOBILE EXPERIENCE CERTIFICATION EXAM (RECOMMENDED)

Demonstrate your ability to drive growth with mobile experiences. The course content offered by Duke CE is exhaustive enough and equips you to clear this exam.

- Get certified across a broad range of skills related to mobile user experience.
- Showcase your expertise in using mobile as an acquisition channel and understanding its role in online behavior.
- Please note: These certifications are recommended by upGrad and are not included in the course. Speak to our admissions team to know more.



GROWTH-DRIVEN DESIGN CERTIFICATION COURSE (RECOMMENDED)

The course content offered by Duke CE is exhaustive enough for you to earn this certification. It can help you demonstrate your expertise in building websites that drive business growth.

- Master agile web design and project management to further your Product Management skills.
- Stand out at every Product Manager interview with in-demand skills to your name.
- Please note: These certifications are recommended by upGrad and are not included in the course. Speak to our admissions team to know more.



LEARN FROM TOP INDUSTRY EXPERTS



TAMARA SANDERSON
Co-Writer and Co-Founder
Remote Works



ANSHUMANI RUDDRA
Group Product Manager
Google



MANGESH DALVI
Product Management
Amazon



AJ BOELENS
Duke CE Educator
Duke Corporate Education



JEREMY GLASSENBERG
Product Manager
DocuSign



ANTHONY CONTA
Senior Product Designer
Vimeo



ADAM GLYNN-FINNEGAN
Product Design Lead
Netflix



SUCHIR AGARWAL
Product Lead
Facebook



GLENTON DAVIS
Global Head of Strategic Partnerships
Cboe Global Markets

PROGRAM DETAILS

PROGRAM STARTS

Please visit the website for the program start date

PROGRAM FEE

Please refer to the website for the program fee

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