

Product Management Accelerator (16-Week Program)

Course Syllabus

Course Title: Product Management Accelerator Career Program

Course Code: PMA201

Duration: 16 Weeks (320 contact hours)

Format: Hybrid with Internship

Instructor: Senior PM with 12+ years at FAANG

Prerequisites: Basic product knowledge or completion of PMF101

Phase 1: Advanced Foundations (Weeks 1-4)

Week 1-2: Product Strategy & Business Modeling

- Topics: Platform strategy, business model innovation, market analysis
- Learning Objectives: Develop comprehensive product strategies
- Readings: "The Business Model Navigator," "Good Strategy/Bad Strategy"
- Assignment: Business model canvas for new venture
- Assessment: Strategy presentation (200 points)

Week 3-4: Technical Product Leadership

- Topics: System design, technical feasibility, API strategy
- Learning Objectives: Lead technical discussions, assess feasibility
- Readings: "System Design Interview," technical architecture papers
- Assignment: Technical requirements document
- Assessment: Architecture review (200 points)

Phase 2: Specialization (Weeks 5-8)

Week 5-6: Data & Analytics Leadership

- Topics: SQL for PMs, predictive analytics, experimentation
- Learning Objectives: Make data-driven decisions at scale

- Readings: "Data Science for Business," "Trustworthy Online Experiments"
- Assignment: A/B testing framework design
- Assessment: Data analysis project (250 points)

Week 7-8: Growth & Monetization

- Topics: Growth loops, pricing strategies, partnership development
- Learning Objectives: Design and implement growth strategies
- Readings: "Hacking Growth," "Monetizing Innovation"
- Assignment: Growth strategy for existing product
- Assessment: Monetization plan (250 points)

Phase 3: Capstone Project (Weeks 9-12)

Week 9-10: Real Product Development

- Topics: End-to-end product development, cross-functional leadership
- Learning Objectives: Lead product development from ideation to launch
- Readings: Case studies from successful products
- Assignment: Complete product development cycle
- Assessment: Capstone project phase 1 (300 points)

Week 11-12: Go-to-Market Strategy

- Topics: Launch planning, marketing strategy, stakeholder alignment
- Learning Objectives: Execute successful product launches
- Readings: "Launch" by Jeff Walker, marketing strategy papers
- Assignment: Complete GTM plan
- Assessment: Capstone project phase 2 (300 points)

Phase 4: Internship (Weeks 13-16)

Week 13-14: Professional Integration

- Topics: Company onboarding, team integration, project execution
- Learning Objectives: Apply PM skills in real-world setting
- Readings: Company-specific materials
- Assignment: Weekly progress reports
- Assessment: Internship performance (400 points)

Week 15-16: Career Transition

- Topics: Portfolio development, interview preparation, network building
- Learning Objectives: Secure PM position post-program
- Readings: Interview preparation materials
- Assignment: Professional portfolio
- Assessment: Final presentation

Grading Policy:

- Attendance: 40%
- Capstone Project: 30%
- Internship Performance: 20%
- Final Assessment: 10%
- Total: 100%

Required Materials:

1. Textbooks: "The Lean Product Playbook," "Cracking the PM Interview"
2. Software: Full tool suite provided
3. Industry case studies packet

Mentorship Program:

- Industry Mentors: 1:1 bi-weekly sessions
- Peer Mentoring: Study groups and pair programming
- Career Coaching: Weekly career development sessions