

## Product Management Fundamentals (6-Week Program)

### Course Syllabus

Course Title: Product Management Fundamentals Bootcamp

Course Code: PMF101

Duration: 6 Weeks (90 contact hours)

Format: Hybrid (Live Online + Self-Paced)

Instructor: Industry PM with 8+ years experience

Prerequisites: Basic business understanding, computer literacy

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### Week 1: Foundations of Product Management

Module 1: Introduction to Tech Product Management

- Topics:
  - History and evolution of product management
  - PM role in technology companies
  - Differences: PM vs. Project Manager vs. Product Owner
- Learning Objectives:
  - Understand the product management role
  - Identify key responsibilities of a PM
  - Recognize career paths in product management
- Readings:
  - "Inspired" by Marty Cagan (Chapters 1-3)
  - "The Product Book" by Product School
- Assignments:
  - Product manager role analysis (500 words)
  - PM career path research
- Tools Introduced: Notion, Miro
- Assessment: Quiz 1 (20 points)

### Week 2: User Research & Customer Discovery

Module 2: Understanding Users

- Topics:
  - User research methodologies
  - Persona development
  - Customer journey mapping
- Learning Objectives:
  - Conduct effective user interviews
  - Create detailed user personas
  - Map customer journeys
- Readings:
  - "The Mom Test" by Rob Fitzpatrick
  - "UX Research" by Brad Nunnally
- Assignments:
  - Conduct 3 user interviews
  - Create 2 user personas
- Tools Introduced: FigJam, UserTesting
- Assessment: User research report (100 points)

## Week 3: Requirements & Roadmapping

### Module 3: Product Planning

- Topics:
  - Writing product requirements
  - Creating product roadmaps
  - Prioritization frameworks
- Learning Objectives:
  - Write clear product requirements
  - Develop strategic roadmaps
  - Apply prioritization frameworks
- Readings:
  - "Escaping the Build Trap" by Melissa Perri
  - PRD templates and examples
- Assignments:
  - Write a PRD for a feature
  - Create a 6-month roadmap
- Tools Introduced: Jira, Productboard
- Assessment: PRD submission (150 points)

## Week 4: Agile Development & Collaboration

## Module 4: Working with Teams

- Topics:
  - Agile methodologies
  - Sprint planning
  - Cross-functional collaboration
- Learning Objectives:
  - Participate in agile ceremonies
  - Collaborate with engineering teams
  - Manage product backlogs
- Readings:
  - "Scrum Guide" by Ken Schwaber
  - Agile manifesto principles
- Assignments:
  - Create sprint backlog
  - Run a sprint planning meeting (simulated)
- Tools Introduced: Confluence, Slack
- Assessment: Agile project plan (100 points)

## Week 5: Metrics & Analytics

### Module 5: Data-Driven Decisions

- Topics:
  - Product metrics
  - A/B testing
  - Data analysis
- Learning Objectives:
  - Define key product metrics
  - Design and analyze experiments
  - Make data-informed decisions
- Readings:
  - "Lean Analytics" by Alistair Croll
  - "Experimentation Works" by Stefan Thomke
- Assignments:
  - Create metrics dashboard
  - Design an A/B test
- Tools Introduced: Amplitude, Google Analytics
- Assessment: Metrics analysis report (150 points)

## Week 6: Launch Strategy & Career Development

### Module 6: Product Launch & Career

- Topics:
  - Go-to-market strategy
  - Launch planning
  - PM career development
- Learning Objectives:
  - Plan product launches
  - Prepare for PM interviews
  - Build professional portfolio
- Readings:
  - "Crossing the Chasm" by Geoffrey Moore
  - PM interview preparation guides
- Assignments:
  - Create launch plan
  - Mock interview practice
- Tools Introduced: PowerPoint, LinkedIn
- Assessment: Final presentation (200 points)

### Grading Policy:

- Participation: 10%
- Weekly Quizzes: 20%
- Assignments: 40%
- Final Project: 30%
- Total: 100%

### Required Materials:

1. Textbook: "Inspired" by Marty Cagan
2. Software subscriptions (provided)
3. Notebook for product thinking exercises

### Office Hours:

- Weekly: Thursday & Saturday , 7-9 PM, 9
- 1:1 Sessions: By appointment
- Slack Channel: 24/7 access with 12-hour response time

### **Course Policies:**

- Attendance: 70% minimum required
- Late Work: 1% deduction per day
- Collaboration: Encouraged, but individual submissions required
- Academic Integrity: Zero tolerance for plagiarism