



**PRODUCT MANAGER
CERTIFICATION
COURSE**

**SKILLS
THAT
MATTER**



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ABOUT US

At TheSkillGarage, we believe in changing lives, one skill at a time. With our practical-first, hands-on approach to training, we primarily help those who are new to tech transition seamlessly to a career in tech. We also help accelerate their tech careers.

We are positioned as a catalyst to continuously meet the growing market demand for seasoned

and diverse IT professionals in the digital product space. Our candidates undergo intensive practical and skillset training to enable them serve as consultants, contract, freelance, part-time and full-time staff for start-ups, digital agencies and established companies across different industries globally.



OUR VISION

Create a global community where career help in digital is accessible across all verticals and tech domain

OUR MISSION

Accelerate career progression in the digital space by delivering relevant knowledge with commensurate work experience



OUR PURPOSE

To build a global community of digital experts that possess the digital skills that matter.

MODULE BREAKDOWN

UNIT 1

FUNDAMENTALS OF PRODUCTS

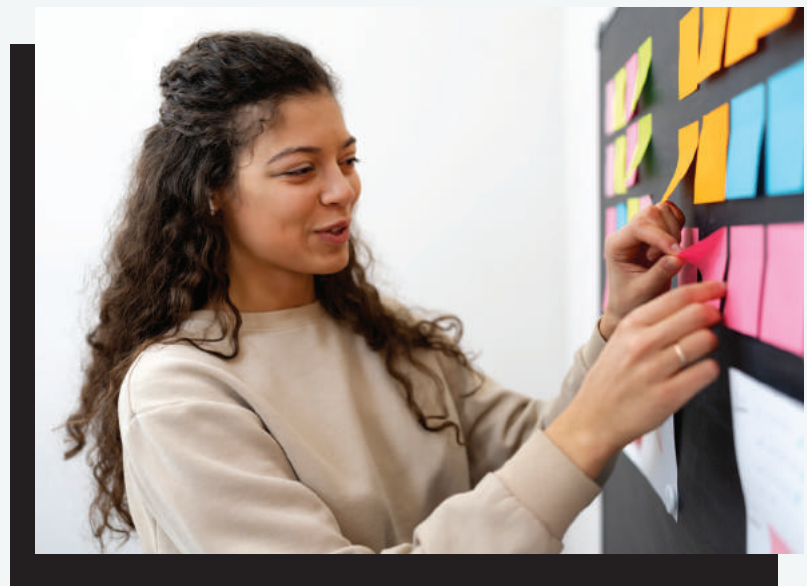
- What is Product management?
- Who is a Product Manager?
- Career Paths to becoming a product manager.
- Customer Centricity.
- Phases of Product Life Cycle
- Key stakeholders management



UNIT 2

PRODUCT DEVELOPMENT

- Performing customer discovery
- Set Product Objectives
- Developing a Product Vision and Strategy
- Getting Alignment from stakeholders
- Feedback and Communication



UNIT 3

PRODUCT DEVELOPMENT 2

- Agile Methodologies
 - Building Personas
 - Problem definition and scope
 - MVP
 - Defining success criteria
 - Experimentation
 - Growth strategies
- Developing Product Roadmaps
- Prioritisation frameworks (RICE)
- Communication as a PM
 - Writing product vision and strategy documents
 - Developing super-Roadmaps
 - Writing PRDs-Product Requirement Documents
 - User stories
 - Acceptance criteria
- Product Tools: Jira, Miro, Excel.



UNIT 4

GTM STRATEGY

- Product positioning
- A/B testing
- Using Data to make Product Decisions
- Product launch circle
 - Legal, security, policy, compliance, Marketing
- COURSE PROJECT

UNIT 5

GETTING HIRED (CRACKING THE FAANG PRODUCT MANAGER INTERVIEW)

- Product sense
- Product execution
- Analytics, Stakeholder Management
- Leadership and Management

BONUS

ACCELERATOR: BUILD AND LAUNCH A PRODUCT



WHAT YOU GET

1

COMPREHENSIVE CURRICULUM

Our product management course offers a comprehensive curriculum that covers all aspects of product management, from ideation to launch, and beyond. You'll learn from industry experts who have years of experience in the field.

3

CAREER ADVANCEMENT

Our product management course is designed to help you advance your career. You'll learn the skills and knowledge needed to excel in your role and take on new challenges.

2

PRACTICAL TRAINING

Our course focuses on practical training and real-world scenarios. You'll learn how to apply product management concepts to your work and gain hands-on experience working on real projects.

WHAT YOU GET..

4

NETWORKING OPPORTUNITIES

Our course provides ample networking opportunities to connect with fellow product managers and industry professionals. You'll have the chance to join our product management group of over 500+ product management professionals.

5

SUPPORTIVE COMMUNITY

Our course provides a supportive community of product managers who are passionate about learning and growing. You'll have access to mentors, coaches, and peers who can help you navigate the challenges of product management.

6

INDUSTRY RECOGNITION

Our product management course is recognized by industry leaders and employers. Completing our course can enhance your resume and help you stand out in a competitive job market.



HANDS-ON WORK EXPERIENCE

We acknowledge that excessive head knowledge and theories without corresponding experience, is not enough to get the job done.

At Theskillgarage, we are aware that the application of knowledge is power. So, our promise is to arm you with the much needed Product Management work experience required to succeed in the job market and at work. No excessive theories, only the skills that matter.

“

No excessive theories only the skills that matter.

”

Two for the price of one

We literally rid you of excuses to fail and arm you with all that you require for sure-fire success.

Work with stakeholders from industry and gain the experience of working with a dynamic cross-functional team while using industry standard tools.





“

The difference between who you are and who you want to be, is what you do.

- **Bill Phillips**

INDUSTRY STANDARD TOOLS

Our students get exposed to industry standard tools.




balsamiq






Call or send an email to book a consultation session with an advisor

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