



TETHRAL PRODUCT MANAGEMENT CURRICULUM

COURSE OUTLINE

WEEK 1: INTRODUCTION TO PRODUCT MANAGEMENT

- What is Product Management?
 - Overview of the Role and Responsibilities of a Product Manager
 - The Importance of Product Management in the Tech Industry
 - Key Skills and Qualities of a Successful Product Manager

WEEK 2: PRODUCT VISION, STRATEGY, AND DISCOVERY

- Crafting a Compelling Product Vision
 - Conducting Market Research to Identify Opportunities
- Identifying Customers Need and Pain-Points
- Competitive Analysis and Positioning

WEEK 3: PRODUCT DESIGN

- User-centered Design Principles
- Ideation Techniques (e.g. Crazy 8)
- Creating User Personas and Userstories

WEEK 4: PRODUCT DEVELOPMENT

- The Product Development Lifecycle
 - Minimum Viable Product (MVP) and Prototype Development
 - Working with Development Teams and Engineers

WEEK 5: AGILE METHODOLOGY AND SCRUM

- Introduction to Agile Principles
- Popular Agile Frameworks
- Scrum Framework and its Components
- Role of a Product Manager in Agile Teams

WEEK 6: COMMUNICATION AND STAKEHOLDER MANAGEMENT

- Effective Communication within Cross-functional Teams
- Managing Stakeholders and Their Expectations
- Conflict Resolution and Negotiation Skills

WEEK 7: PRODUCT LAUNCH

- Planning a Successful Product Launch
- Go-to-market Strategies and Tactics
- Handling Beta Testing and User Feedback

WEEK 8: CONTINUOUS PRODUCT IMPROVEMENT

- The Importance of Feedback Loop
- Data-driven Decision-making
- Iterative Development and A/B Testing

WEEK 9: PRODUCT MANAGEMENT TOOLS AND SOFTWARE

- Introduction to Popular Product Management Tools (e.g., Jira, Asana)
- Hands-on Practice with Product Management Software

WEEK 10: GUEST SPEAKERS SESSION

- Invite Product Manager from the Industry to Share their Experiences
- Q&A Sessions and Discussions with Students

WEEK 11: FINAL PROJECT

- Students Work as a Product Manager Peered to Design or and Engineer Counterparts

WEEK 12: LAUNCHING YOUR PRODUCT MANAGER CAREER

- Final Presentations and Feedback
- Preparing your Product Manager Resume
- Networking and Job Search Strategies

- Preparing for Product Manager's Job Interview