

Certified Product Manager Program

2021 BATCH

Vijay Shekhar Shukla
QBI INSTITUTE | WWW.QBI.IN

“I will train 5000 Product Manager’s

The party is on

If You Don’t hop on to this party

Even after looking at this

Product Management Certificate

Brochure & Content

At the price which I offer

Your Luck”

Vijay Shekhar Shukla

Index: Certified Product Manager Program

1	Syllabus	3
1.1	Module 1: Fundamentals of Product Management	4
1.2	Module 2: Product Envision & Entry.....	4
1.3	Module 3: Customer & End User Centric Product Management Skills.....	5
1.4	Module 4- Working along side the Development/Engineering Team	5
1.5	Module 5- SCRUM For Product Managers.....	6
1.6	Module 6 - Product Metrics Management	6
1.7	Module 7: Wireframe and Mockup Preparation	7
1.8	Module 8: Key Techniques for Product Managers	7
1.9	Module 9: Technology For Product Managers	7
1.10	Module 10 - How To Enter into Product Management	8
1.11	Module 11- Program Wrap-up.....	8
2	Commandments of the QBI Institute - Product Management Program.....	8
3	Program Delivery	8
4	Program Certificate.....	9
5	Certified Product Manager Program – Batch Day.....	9
6	Program Faculty	10
7	Program Fee.....	10
8	Last Date/How to Join.....	10
9	Enquiry	10

1 Syllabus

The Product Management syllabus will be covered via 11 clearly defined modules

Tools Used: Visio, Balsamiq, JIRA, Word, Excel, Oracle-SQL

Mod. No	Name of Module	No of Hours
1	Fundamentals of Product Management	2
2	Product Envision & Entry	2
3	Customer & End User Centric Product Management Skills	2
4	Working alongside the Development/Engineering Team	2
5	SCRUM For Product Managers	2
6	Product Metrics Management	2
7	Wireframe and Mock-up Preparation	2
8	Key Techniques for Product Managers	2
9	Technology For Product Managers	2
10	How To Enter into Product Management	1
11	Summary & Wrap-up	1
12	Supervised Assignments	6
	Total Hours	26

1.1 Module I: Fundamentals of Product Management

- 1.1.1 What is a Project
- 1.1.2 What is a Product
- 1.1.3 What is a Family of Products (Software Suite)
- 1.1.4 What is a Platform
- 1.1.5 What is a Program
- 1.1.6 What is a Delivery
- 1.1.7 What is a Release
- 1.1.8 What is Product Management
- 1.1.9 Who Is A Product Manager
- 1.1.10 Product Manager Tasks
- 1.1.11 Product Manager Skills
- 1.1.12 Product Manager Traits
- 1.1.13 Types of Product Mangers
- 1.1.14 Product Manager Career Track
- 1.1.15 Product Life-Cycle
- 1.1.16 Quiz 1
- 1.1.17 Assignment & Activities

1.2 Module 2: Product Envision & Entry

- 1.2.1 What is Strategy
- 1.2.2 What is Segmentation
- 1.2.3 Product Vision
- 1.2.4 Writing a Product Charter
- 1.2.5 Product Entry
- 1.2.6 Product Go-To Market
- 1.2.7 Establishing Digital Presence
- 1.2.8 Product Collateral Development
- 1.2.9 Product Feature Sheet
- 1.2.10 Product Engagement Plan
- 1.2.11 Product Deployment Plan
- 1.2.12 Product Implementation Partnerships
- 1.2.13 Product Pricing
- 1.2.14 Product Exit
- 1.2.15 Quiz 2
- 1.2.16 Assignment & Activities

1.3 Module 3: Customer & End User Centric Product Management Skills

- 1.3.1 Who is a Customer
- 1.3.2 Who is an End User
- 1.3.3 Product Eco-system Management
- 1.3.4 User Journey
- 1.3.5 User Personas
- 1.3.6 User Story Mapping
- 1.3.7 BPM & Process Modelling
- 1.3.8 Being a Product Evangelist
- 1.3.9 Working at the Client Site
- 1.3.10 Handling Key Customers
- 1.3.11 Quiz 3
- 1.3.12 Assignment & Activities

1.4 Module 4- Working along side the Development/Engineering Team

- 1.4.1 What is a Technology Stack
- 1.4.2 Product Design Fundamentals
- 1.4.3 MVP Planning
- 1.4.4 Product Roadmap Preparation
- 1.4.5 Program Management Essentials
- 1.4.6 Source Code Control Fundamentals
- 1.4.7 What is a Release
- 1.4.8 What is a Release Train
- 1.4.9 Release Notes Preparation
- 1.4.10 Release Management For Mobile Apps
- 1.4.11 Collateral Preparation
- 1.4.12 Quiz 4
- 1.4.13 Assignment & Activities

1.5 Module 5- SCRUM For Product Managers

- 1.5.1 SCRUM for Product Managers
- 1.5.2 Understand The Product Backlog
- 1.5.3 User Story Writing
- 1.5.4 Product Owner Vs Product Manager
- 1.5.5 Business Analyst Vs Product Manager
- 1.5.6 Feature Prioritisation
- 1.5.7 Sprint Planning
- 1.5.8 Release Planning
- 1.5.9 Quiz 5
- 1.5.10 Assignment & Activities

1.6 Module 6 - Product Metrics Management

- 1.6.1 Monthly recurring revenue (MRR)
- 1.6.2 Customer Lifetime Value (CLTV or LTV)
- 1.6.3 Customer Acquisition Cost (CAC)
- 1.6.4 Daily Active User/Monthly Active User ratio
- 1.6.5 Session duration
- 1.6.6 Traffic (paid/organic)
- 1.6.7 Bounce rate
- 1.6.8 Retention rate
- 1.6.9 Churn rate
- 1.6.10 Number of sessions per user
- 1.6.11 Number of user actions per session
- 1.6.12 Net Promoter Score (NPS)
- 1.6.13 Customer Satisfaction Score (CSAT)
- 1.6.14 Quiz6
- 1.6.15 Assignment & Activities

1.7 Module 7: Wireframe and Mockup Preparation

- 1.7.1 Essentials of Wireframe, Mock-up and Prototypes
- 1.7.2 Balsamiq Essentials and Advanced
- 1.7.3 Hands on Exercises
- 1.7.4 Quiz 7
- 1.7.5 Assignment & Activities

1.8 Module 8: Key Techniques for Product Managers

- 1.8.1 A/B Testing
- 1.8.2 Surveys & Questionnaires
- 1.8.3 Problem Solving
- 1.8.4 Report Writing Through MS Word
- 1.8.5 Design Thinking
- 1.8.6 Stakeholder Engagement
- 1.8.7 Porter's Five Forces Framework
- 1.8.8 McKinsey 7S Framework
- 1.8.9 Quiz 8
- 1.8.10 Assignment & Activities

1.9 Module 9: Technology For Product Managers

- 1.9.1 Popular Software For Product Management
- 1.9.2 SAAS Products and Cloud Computing Fundamentals
- 1.9.3 Utilising Pivot Tables through Excel
- 1.9.4 Essential SQL For The Product Manager
- 1.9.5 Essential Software Testing Skills
- 1.9.6 API Skills for Product Managers
- 1.9.7 Leveraging Artificial Intelligence in Your Product – NLP, Image Recognition etc
- 1.9.8 Quiz 9
- 1.9.9 Assignment & Activities

1.10 Module 10 - How To Enter into Product Management

- 1.10.1 Identifying Your Starting Point
- 1.10.2 What Do You Bring to the Table
- 1.10.3 Common Product Management Questions
- 1.10.4 Interview and Case-Study Preparation

1.11 Module 11- Program Wrap-up

- 1.11.1 Program Summary
- 1.11.2 Oral Feed Back of Participants
- 1.11.3 Written Feedback
- 1.11.4 Certificate Distribution
- 1.11.5 Guidance on Next Steps

2 Commandments of the QBI Institute - Product Management Program

- Show up
- Keep your blue book of assignments up to date
- Apply your mind – Nothing comes to my mind is not an answer for Product Managers
- Help each other work in teams of 2 or 3. (If you can't help your team members don't team up)
- Seek help in the Product Management Group without hesitation but don't undermine your own effort.
- Be Ready with Your Blue Book of Assignments
- Prepare for the next Product Management Interview
- Remember Your Presentation in Batch Day is the ultimate test of your learning

3 Program Delivery

- Live Online Lectures , 4 hrs every Sunday
- Video Recording & Study Material Access will be provided through a browser / app based application for 1 year
- Quizzes, Assignment, Activities for every module
- Project Work will be taken up
- Program Certification

4 Program Certificate

The following digital certificate will be awarded to the participants



5 Certified Product Manager Program – Batch Day

Batch day will be held every quarter. An industry veteran will be invited for the Batch Day.

Roles & Responsibilities

Program Participant: Will Present on the Batch Day to fellow participants, industry participants and Chief Guest

Chief Guest : Chief Guest will evaluate the presentation by the participant. He will also assess the Program Participant and provide him with valuable feedback and career advice.

A separate letter of participation will be issued for presenting at the batch day

(There will be a separate optional fee of Rs 1000 for Participation in the Batch Day, if one is absent for the batch day the fee is neither refunded nor rolled over)

6 Program Faculty

Program will be led by Vijay Shekhar Shukla an accomplished Product Manager, Business Consultant and Business Analyst. Vijay has been working on IT Product teams right from day 1 of his 20 + years of career. He has taken up Product roles in Insurance, E-Learning, Payments and E-Governance Domains. Vijay is an alumnus of IIT Bombay and IIT Roorkee. Vijay has trained more than 1000 successful business analysts and product managers in last 10 years. Program participants will also benefit from experience of industry seniors and veterans who will be invited to classroom or the events time to time.

7 Program Fee

Program fee for this 20 Live Online Lecture + 6 Hours Supervised Practical's Program is ~~Rs 24000~~ for the current batch special discount is applicable.

Confirm Your Seat On or Before 31st August : Special Fee is Rs 9999 / USD 149

Between 1st September to 7th September: Applicable Fee is Rs 12999 / USD 199

8 Last Date/How to Join

Last date to join Batch 1 of Certified Product Manager Program is 07th September 2021

Step 1: Submit Application Form

Link to Submit Application Form and Fee: <https://forms.office.com/r/EhNBuz41ZS>

Step 2: Submit Fee

(Instalment Facility is not available however you can pay via Credit Card)

Pay via Google Pay / Phone-Pe or Paytm at 91-9810055734

Pay via upi id vijay.shekhar0303@okhdfcbank

Pay via credit or debit card : <https://payu.in/web/5342396B31D2EA17E63CCDD8CCD19409>

Step3: Inform via whatsapp at 9810055734

(Number of Seats are limited. There will not be any admission after the last date)

9 Enquiry

For any enquiry whatsapp at 91-9810055734

Certified Product Manager Program

2021 Batch

Vijay Shekhar Shukla
QBI INSTITUTE www.qbi.in