

GREENS TECHNOLOGY PRODUCT MANAGEMENT COURSE

COURSE INSIGHTS

- 60HRS of Class Room / Virtual Training
- No Coding Required
- Best In Class Faculty
- 100% Placement Assistance
- 10 Mocks Interviews, Live Projects
- Case Studies Analysis

Who can do Product Management?

- Any Degree/Any Passed out
- Career break
- Non IT to IT Transition
- Already in IT Who wants to have Big salary
- Entrepreneurs to build a New product

What's inside the Course?

Under standing Product Management

- Embark on a comprehensive journey through the evolution and core concepts of Product Management, exploring its roles, responsibilities, and the diverse factors shaping the profession. From defining the core principles to unraveling the varied archetypes within the field, you will gain insights into the dynamic landscape of product management. Dive deep into the intricacies of the product development lifecycle, including the 6D process, supplemented with real-world examples. Discover the collaborative dynamics of product teams, exploring their functions and roles essential for successful product endeavors. Moreover, uncover the diverse career paths available to product managers, equipping yourself with the knowledge and skills necessary to thrive in this ever-evolving domain.

Foundational Skills

- Embark on a journey to master essential skills for Product Management success. Learn how to think and act effectively by using structured thinking and the MECE principle. Explore creative thinking techniques to find innovative solutions. Understand the importance of data and hypotheses in decision-making. Develop empathy for users and learn how to tell stories that resonate. Improve your problem-solving abilities and learn to influence others even without formal authority. With these skills, you'll be better equipped to succeed in the world of Product Management.

Problem discovery

- Gain insight into User Needs by exploring Maslow's Needs Hierarchy and understanding the distinction between Needs and Products. Discover the Jobs To Be Done framework and master User Journey Mapping to uncover user motivations and enhance product experiences. Delve into the world of Markets to assess Market Viability and conduct Market Sizing, honing your skills in Segmentation, Targeting, and Positioning to effectively reach and resonate with target audiences. Engage in User Research, distinguishing between Generative and Evaluative research, as well as Qualitative and Quantitative approaches. Explore the landscape of User Research, from Primary to Secondary research, and Attitudinal to Behavioral studies. Familiarize yourself with popular generative research techniques and employ the Problem Discovery Summary framework to glean actionable insights. Navigate the User Interview Process, from research inquiry to discussion guide creation, participant recruitment, interview conduct, and synthesis of learning's to craft compelling User Personas that inform product development strategy effectively.

Strategy Framing

- Explore the dynamics of Industry and Markets, conducting insightful analyses using Porter's 5 Forces and Pestel frameworks to uncover key factors shaping industry landscapes. Transition to understanding the intricacies of the Company, conducting SWOT analyses to assess internal strengths and weaknesses, while defining Vision and Mission statements that align strategic direction. Dive deep into the company's Value Chain, ensuring strategic alignment across all functions to drive organizational success. Delve into Strategy formulation, understanding the essence of a good strategy, and its role in shaping Corporate, Business, and Product strategies to achieve competitive advantage. Learn about Competitive Advantage, employing Porter's strategies to craft successful approaches and utilizing the Lean Canvas Model for streamlined strategy development. Understand the significance of Value Propositions, employing the 4 Ps of Marketing to define Revenue Models, Pricing Strategies, and Distribution Models that resonate with target markets. Distinguish between Strategy and Plan, setting SMART goals and employing Objectives and Key Results (OKRs) to drive performance, while navigating the advantages and challenges associated with OKRs implementation.

Finding solutions

- Explore methods for Discovering and Prioritizing Solutions, including RICE framework application with examples, Use Cases, and User Journeys. Define Functional and Non-functional Requirements to guide solution development. Delve into UI/UX Design fundamentals, evaluating choices, applying Usability Principles, and utilizing tools like Wire framing and Prototyping with Figma. Dive into Technical aspects encompassing Data Structures, Algorithms, APIs, and Client Service Architecture, alongside System Design using web application examples and discussions on Tech Megatrends like cloud, AI/ML, IoT, and block chain. Introduce Metric fundamentals, distinguishing between Lagging and Leading Metrics, and employing frameworks such as AARRR and HEART. Understand Prioritization techniques including the Kano Model, while exploring the concept of Minimum Viable Products (MVPs) and methods for Defining MVPs effectively.

Solution Execution

- Understand the essence of Product Requirements Document (PRD) with insights into its definition, approach, and distinguishing between good and bad PRDs, along with a template for effective documentation. Transition into Agile methodologies, grasping the fundamentals of Scrum and Backlog management. Learn to conduct Solution Execution Sprint ceremonies efficiently and utilize Project Boards for streamlined project tracking. Explore various meeting types and best practices for productive sessions, alongside strategies for effective Stakeholder Management. Embrace the concept of Shallow versus Deep Work, mastering techniques for managing your day and prioritizing deep work for maximum productivity.

Launching and learning

- Gain insights into Launch and Go-To-Market strategies with comprehensive checklists, ensuring seamless Rollout and driving Adoption effectively. Engage in Evaluative User Research, mastering techniques for gathering user feedback, including strategies like the "Mom Test," supported by a robust framework for evaluative research. Dive into the realm of A/B Experiments, developing a statistical understanding and navigating best practices and challenges. Introduce Telemetry fundamentals, including setting up dashboards, monitoring metrics, and diagnosing movements for informed decision-making. Delve into SQL basics, alongside Dashboard creation and the analysis of Funnels and Cohorts. Explore the intricacies of building habit-forming products using Loops and Funnels, understanding Distribution strategies, and implementing Retention and Engagement strategies based on frameworks like the Magic Moment.