

Product management Program

Product Management Launchpad: From Fundamentals to First Job

Overview

This extensive 3-month program is tailored for individuals from various fields such as sales, operations, development, and others. It is ideal for those looking to transition into the dynamic realm of product management.



What you will gain

- **Solid Foundation:** Master the core principles of product management, from user research and market analysis to product development and go-to-market strategies.
- **Actionable Skills:** Learn practical tools and frameworks used by successful product managers, including product strategy, design, agile methodologies, and tools like Figma, Jira etc.

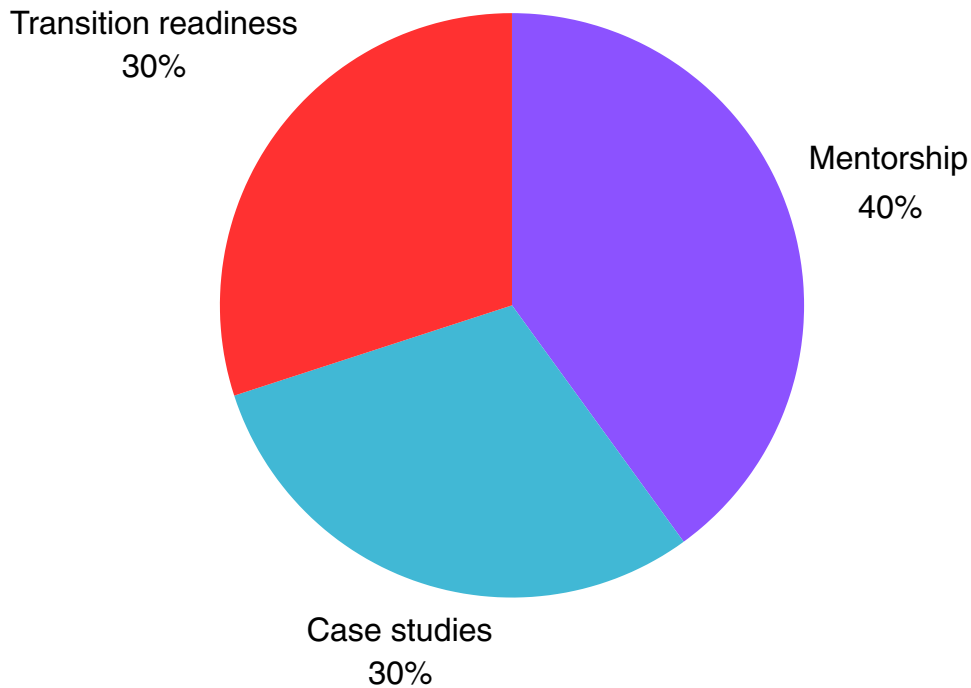
- **Industry Insights:** Gain valuable perspectives from experienced mentors through **live weekend sessions**, ensuring you stay current with industry trends and best practices. Work on real life like projects & case studies to gain industry experience.
- **Interview Ready:** Confidently navigate the hiring process with access to a bank of 100+ product management interview questions and expertly crafted sample answers. **1 on 1 mock interview drills** with mentor to prepare you for interviews.
- **Profile optimisation:** The mentor will review your LinkedIn profile, resume, and job portal profiles, providing feedback to optimize your profile. This way, **recruiters will reach out to you with job offers**, instead of you constantly seeking opportunities.

Curriculum

Name	Key Area	Description
Module 1	<i>Product management fundamentals</i>	Learn about different types of product management, different types of product manager roles along with core skills which are needed to excel in this space. Product life cycle and software development cycle.
Module 2	<i>Dive deeper into product</i>	Product vision, customer persona, customer journey mapping, JTBD framework
Module 3	<i>Product Strategy</i>	Product strategy, Design, product market fit, frameworks like Porter's framework, SWOT, 3Cs etc.
Module 4	<i>OKRS</i>	Everything about OKRs
Module 5	<i>Product development methodology</i>	Prototyping with tools like Sigma. Methodologies like Agile, waterfall, scrum along with JIRA, clickup and other tools.
Module 6	<i>Product Analytics</i>	Dive into the world of product analytics and tools like google analytics, mixpanel.
Module 7	<i>Interview preparation</i>	Profile optimisation (resume, LinkedIn, naukri.com), mock drills to prepare for interviews, 100+ interview questions and answers.
Module 8	<i>Product requirements</i>	PRD, User stories, Epics, Prioritisation frameworks, roadmapping, research &

		requirement gathering techniques
Module 9	<i>Product marketing</i>	GTM, customer journey mapping, business analysis.

Customised Learning



Why Product Management?

Lucrative Career Path: Product management is a high-demand field with attractive salaries. According to Glassdoor, product managers in the United States earn a median salary of around \$125,000, with a range stretching from \$76,000 to over \$200,000 depending on experience and factors like location and industry.

In India, average salary is around 50 lacs/annum for experience bracket of 8-12 years. [Click here to check India salaries](#)

Become a Product Powerhouse

By the end of this program, you'll be well-equipped with the knowledge, skills, and confidence to launch a fulfilling career in product management.

Join us and turn your product passion into a reality!

About Mentor-Akhilendra

Your Dedicated Product Management Coach: Empowering Aspiring Leaders to Succeed

Greetings! I'm Akhilendra, a passionate product management mentor with a proven track record of guiding aspiring professionals toward their dream careers.

Over the years, I've had the privilege of working with hundreds of students, helping them unlock their potential in business analysis, product management, scrum, and project management.

Have you ever felt like you're constantly chasing job openings that never quite seem like the perfect fit? I've been there too. But ***what if you could attract your dream job instead?*** In this program, I'll guide you through optimizing your profile (resume, LinkedIn, etc.) to showcase the skills recruiters are actively seeking.

Let's connect – I'm committed to helping you achieve your goals and thrive in this exciting field.

[Connect with me through LinkedIn](#)



Contact Information

For Further Inquiries

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