

# ENOVERLAB PRODUCT MANAGEMENT

## LEARNING SYLLABUS





## Welcome to Enoverlab

Enoverlab is a training institute that provides product management training to individuals and corporate organizations.

At Enoverlab, we groom talents with the knowledge, skills, tools and experience they need to function effectively in the role of a Product Manager.

Every single day, our mission is to build product managers who will lead the development and delivery of impactful products to the world from Africa.

**Enoverlab is accredited by ACTD (American Council of Training and Development) and we are a member of ACTDs global network of professional institutes across the globe.**



This brochure contains the syllabus of Enoverlab Advanced Product Management program which is our detailed training for **newbies who are just starting out in product management or “accidental product manager’s” who have been doing some form of product management and are now looking for structure into what they’ve been doing.**

The Advanced Product Management training will help you to learn the required knowledge, skills and tools to fully take up the role of a product manager.

### **The program runs for 10 weeks**

It can be taken online or onsite.

The online training is instructor-led held via Google Meet.

The onsite training holds at our training centre in Lekki, Ojodu Berger, Ibadan, Abuja, Anambra, and Nairobi (Kenya).

There is a 8 weeks Internship program after the training.

The internship is an Open-Source Internship program where the trained Product Manager's would collaborate with UIUX designers and Software developers to build a live product, get real-life work experience and build their portfolio.

***Anyone regardless of their background and experience can take the Advanced Product Management program***



## PROGRAM SYLLABUS

### WEEK 1

#### Introduction to Product Management

- What is a Product?
- What is Product Management
- Who is a Product Manager
- The goal of Product Management
- Identifying problems as a Product Manager
- Understanding problem and solution perspectives
- Difference between product manager, project manager, and program manager
- Different Product Manager roles
- Soft skills for the Product Manager role

### WEEK 2

#### Understanding Product Thinking and Product Lifecycle

- What is product thinking?
- Foundations of product thinking
- How do you develop your product thinking skills?
- Carrying out product teardowns
- What is the Product Life Cycle?
- The phases of product life cycle
- Understanding Product Market fit
- Product market drift
- Product management role in each phase of the product life cycle

### WEEK 3

#### Understanding Users; Conducting User Research

- Who is a user?
- Who is a customer?
- What is a user need?
- Understanding User Experience (UX)
- Relationship between UX design and Product Management
- Conducting User Research
- User research methods
- Types of user research
- Usability Testing and A/B Testing
- Using data analytic tools to track & observe users
- Steps to conducting user research
- Interpreting customer feedback

### WEEK 4

#### User Segmentation & Persona; User stories & Acceptance criteria

- What is user segmentation?
- Types of user segments
- Understanding Casual, Core, and Power Users
- What is a user persona
- Creating a user persona
- Interpreting user persona's
- Using personas to improve product development and marketing
- What is user stories
- How to write user stories
- Acceptance criterias
- How to write acceptance criterias

## WEEK 5

### Creating userflows & wireframes;

### Introduction to Agile & Scrum

- The importance of userflows and wireframes
- Introduction to Figma and Figjam
- Creating userflows on Figjam
- Creating wireframes on Figma
- Introduction to Agile
- Core values of Agile
- Understanding Scrum
- Scrum framework
- Introduction to JIRA
- Using JIRA tool for managing projects

## WEEK 6

### Product Roadmap and Prioritization Frameworks

- What is a product roadmap
- Roadmap formats
- Understanding Themes and Epics
- Introduction to Productplan
- Creating roadmaps on Productplan
- What is prioritization in Product Management?
- Prioritization frameworks
- MoScow framework
- Kano model framework
- RICE (Reach, Impact, Confidence, Effort) framework
- Value vs Complexity framework
- Opportunity Scoring framework
- Value vs Complexity framework

## WEEK 7

### Product Metrics

- What are Product metrics?
- Understanding KPIs and Metrics
- Three Levels of Product Metrics
- North Star Metrics, User Oriented, and Business Metrics
- Activation, Active and Engagement
- Retention and Churn
- Customer Satisfaction Score and Net Promoter Score
- Monthly Recurring Revenue
- Average Revenue Per User
- Customer Acquisition Cost
- Customer Lifetime Value

## WEEK 8

### Competitive Market Analysis & Minimum Viable Product (MVP)

- What is competitive analysis
- Understanding competitors
- How to conduct competitive analysis
- SWOT analysis
- What is a Minimum Viable Product?
- Types of MVP
- Steps to running an MVP
- Common pitfalls to avoid when developing an MVP

## WEEK 9

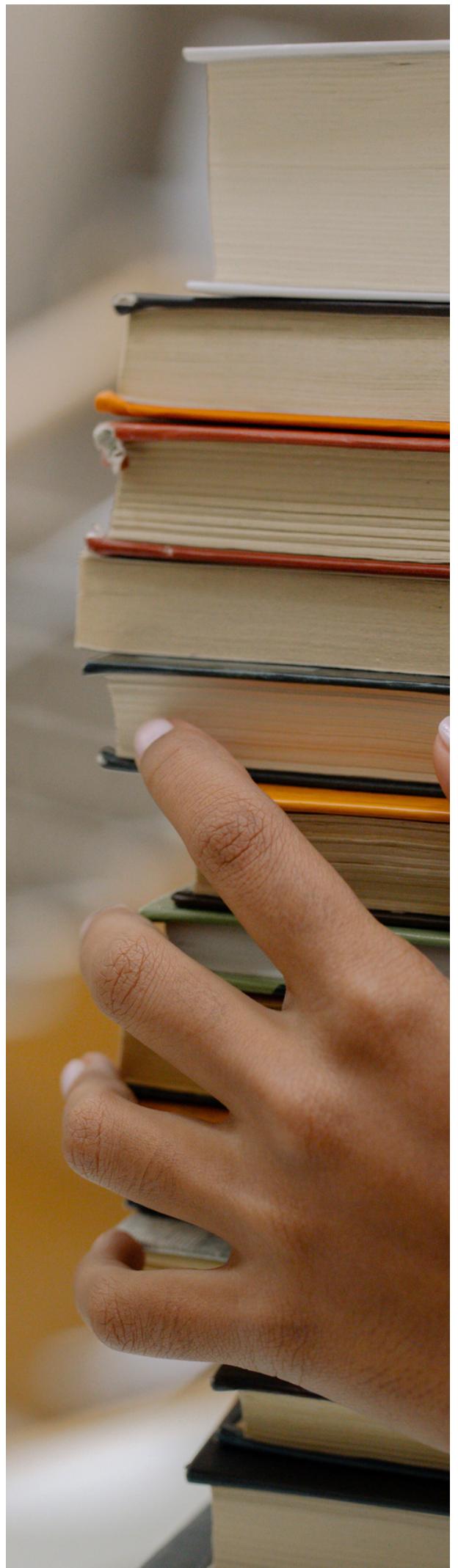
### Product Strategy

- What is a Product strategy?
- Components of a Product strategy?
- Understanding Product vision
- User and market needs
- Defining value proposition  
(Key features & differentiators)
- Value proposition canvas
- First mover advantage strategy (FMA)
- Finding business leverage
- Studying the business success  
of Moniepoint
- Creating business model canvas

## WEEK 10

### Product Launch; Go - market - plan

- What is Product Launch
- The goals of a Product Launch
- Creating Pre-launch, Launch, and Post  
launch strategies
- Understanding different marketing  
activities
- Understanding Time-to-value (TTV)
- Achieving Product Market Fit quickly
- Collaborating with marketing team
- Stakeholder management



# Tools you would be introduced to during the program



Jira Software



ProductPlan





## CAPSTONE PROJECT PRESENTATION

All our trainees are given a project to work on to help them put into practical use all they would be learning in the program. The project is designed to be worked on for four weeks, from week 7 to week 10.

The project is presented to external senior product managers who will evaluate the project, give constructive feedback and advise on what they can do better.

This project is also used to assess how well each trainee understands what they have learnt before they are presented with their certificate.



## PRESENTATION OF CERTIFICATE

Each trainee is presented with an Enoverlab Advanced Product Management certificate accredited by ACTD (American Council of Training and Development) to certify that he or she has met the required standards to be able to work in the product manager role anywhere in the world.

The Certificate can be used to get a Product Manager job in any organization across the globe.

At the end of the entire program, you would have gotten the knowledge, skills, tools and experience you need to become a product manager - you will be able to lead the development and delivery of impactful products in any organization globally.

This is why 70% of our trained product managers always get a product manager job within 3 months after completing their training.

We have our trained Product Managers working for companies in the US, UK, Canada, Germany, Portugal, Italy, Qatar, Hongkong, and ofcourse, Nigeria.

35% of our trained product managers always make an impact within their first 3 months of work in any organization they find themselves.

If you have further questions or need more clarifications, do send an email to [info@enoverlab.com](mailto:info@enoverlab.com) or simply call 09063124595.