

ENOVERLAB

PRODUCT MANAGEMENT

LEARNING SYLLABUS

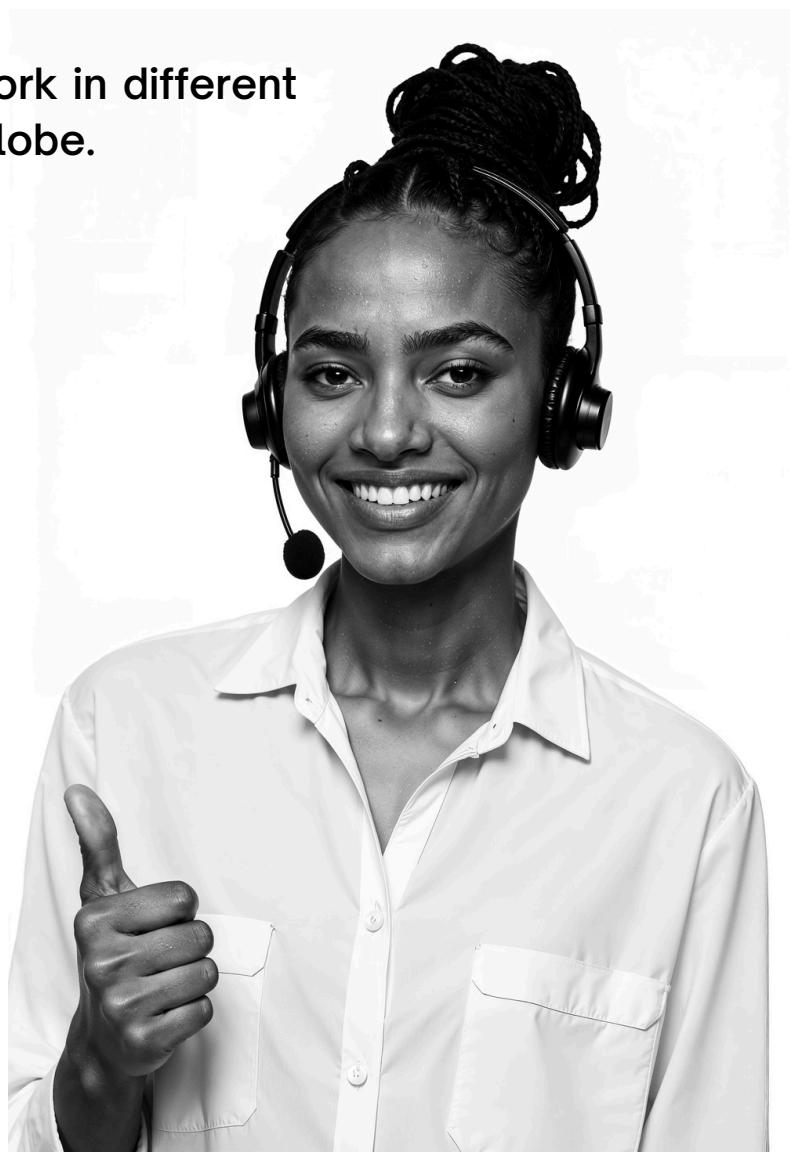


Welcome to Enoverlab

Enoverlab is a training institute accredited by the American Council of Training and Development (ACTD) to provide Product Management training to individuals and corporate organisations.

We have trained over 1,000 people from varying backgrounds to become Product Managers.

Over 70% of our Alumni work in different organisations across the globe.



SEE WHERE OUR ALUMNI WORK



CAMBRIDGE
UNIVERSITY PRESS



Microsoft

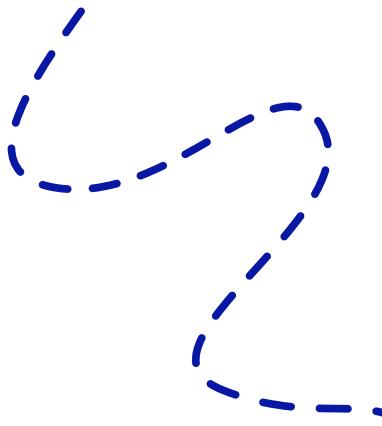


Moniepoint



Sterling

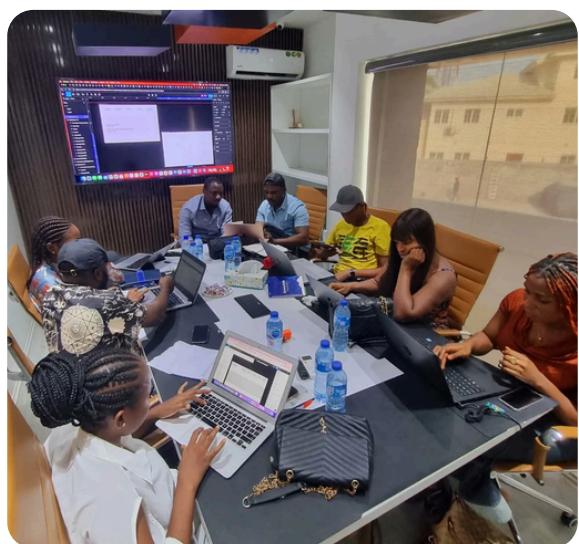




OUR Community

We have a growing community of over 25,000 professionals across all our platforms.

Over 1,000,000 people have gone through our product management educational contents across all platforms.



Our Learning Syllabus

This syllabus is for our standard program which is our detailed Product Management training for:

- Students
- Graduates
- Professionals looking to transition from one career to tech
- Business people looking to grow their business
- Personal development enthusiasts

This training would equip you with the required knowledge, skills, and tools to confidently practise product management — professionally, as a career or in your own business.

The training can be taken in 3 learning formats:

Self-paced - for anyone who wants to learn with pre-recorded videos, slides, and study materials at their own pace, schedule, and time.

Online - for anyone who wants to learn in a structured live online instructor-led class with other trainees.

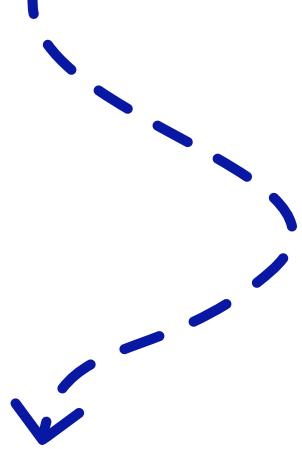
Onsite - for anyone who wants to learn physically at any of our learning centres across Nigeria

Our learning centres are in:

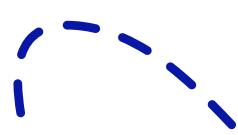
- Lekki, Lagos
- Ikeja, Lagos
- Yaba, Lagos
- Ibadan, Oyo
- Wuse 2, Abuja
- Awka, Anambra

You can choose to take any of the formats above depending on which works best for you.

Anyone regardless of their background and experience can take this Standard Product Management program.



PROGRAM SYLLABUS



MODULE 1

Introduction to Product Management

- What is a Product?
- What is Product Management
- Who is a Product Manager
- The 4 goals of Product Management
- Solving problems as a Product Manager
- Understanding problem and solution perspectives
- Difference between Product Manager, Project Manager, and Program Manager
- Understanding specialized roles in
- Product Management (Technical PM, Growth PM, Artificial Intelligence PM, Data PM, etc)
- Soft skills for the Product Manager role

MODULE 3

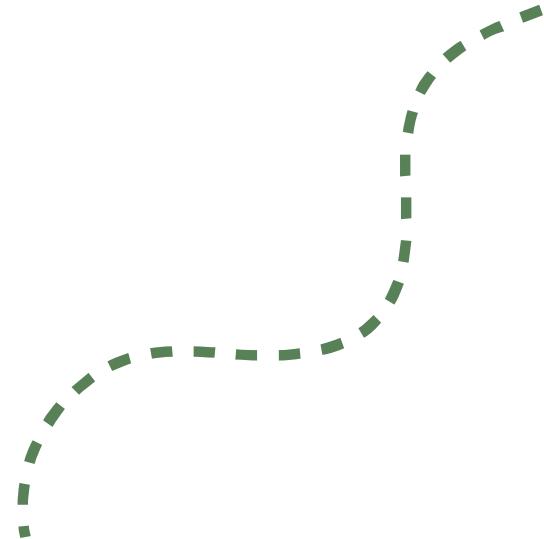
Understanding Users; Conducting User Research

- Who is a user and a customer
- What is a user need?
- Conducting User Research
- Different types of User Research
- Usability Testing and A/B Testing
- Steps to conducting user research
- How to conduct a user research
- Understanding functional, emotional, and social needs
- Understanding the principle of painkillers and vitamins
- Understanding the principle of frequency and intensity
- Analysing and interpreting customer feedback

MODULE 2

Product Thinking & Product Lifecycle

- What is Product Thinking
- Foundations of Product Thinking
- How do you develop your product thinking skills
- Carrying out Product Teardowns
- Definition of Product Life Cycle
- 4 phases of Product Life Cycle
- Product Management role in each phase of the Product Life Cycle
- Understanding Product Market fit (PMF)
- Understanding Product Market Drift



MODULE 4

User Segmentation & Persona/User stories & Acceptance criteria)

- What is user segmentation
- Types of user segments
- Understanding Casual, Core, and Power Users
- Understanding Pareto Principle
- 80/20 rule
- Creating features from a user persona
- What is a user persona
- Creating a user persona
- Interpreting user personas
- Understanding user stories
- Understanding Acceptance criterias
- The importance of user stories and acceptance criterias
- Collaborating with Developers/Engineers

MODULE 5

Minimum Viable Product/Prioritization frameworks

- What is a Minimum Viable Product (MVP)
- Types of MVP and real-life examples of MVP
- Steps to running an MVP experiment
- Common pitfalls to avoid when developing an MVP
- Understanding Prioritization frameworks
- Different Prioritization frameworks
- MoScow, Kano, RICE, Value vs Complexity, and Opportunity Scoring framework
- When and how to use each prioritization framework



MODULE 6

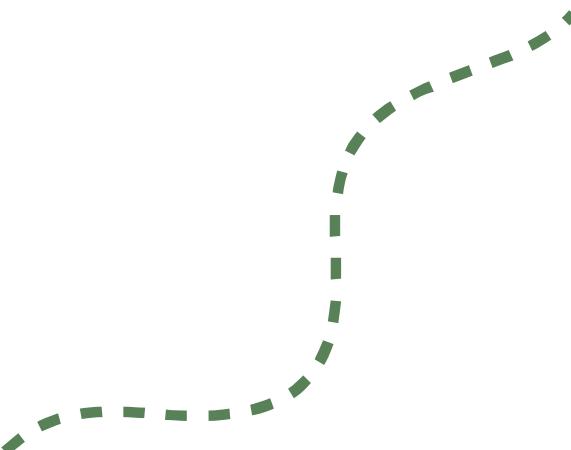
Creating Wireframes and Userflows

- Understanding wireframes; low fidelity, mid fidelity, and high fidelity wireframes
- How to create low and mid fidelity wireframes
- Introduction to Figma for wireframes
- What is a Userflow
- Shapes used in creating a Userflow
- Understanding Time To Value (TTV)
- Introduction to Figjam for userflows
- Creating userflows that makes products easy to use
- How to collaborate with UIUX/Product Designers

MODULE 7

Creating Customer Journey Map/Product Roadmap

- What is a Customer Journey Map (CJM)
- Difference between CJMs and Userflows
 - Defining customer lifecycle stages
 - (Awareness → Consideration → Onboarding → Usage → Retention)
 - Introduction to Miro for creating CJM
 - Identifying gaps and opportunities from the map
 - Translating CJM insights into product decisions
 - What is a Product Roadmap
 - Different Roadmap formats
 - Understanding Themes and Epics
 - Introduction to Trello
 - Creating roadmaps on Trello



MODULE 8

Understanding Agile and Scrum/ Writing a PRD

- What is Agile
- The core values of Agile
- Understanding Scrum and Scrum framework
- Introduction to JIRA
- How to use JIRA for managing projects
- How to write a Product Requirement Document (PRD)
- Different types of
- Capstone Project Briefing



MODULE 9

How to get a Product Manager job / How to use Product Management skills in business

- 4 key things to note before a product manager job search
- How to create an ideal Product Manager CV
- How to create an Ideal Product Manager LinkedIn Profile
- How to create a Product Manager portfolio
- How to leverage LinkedIn for job opportunities
- Remote Job website to find Product Manager jobs
- How to approach Product Manager interviews
- How to start and manage a business as a product manager
- Using data to make decisions for businesses
- Creating business strategy for businesses
- Driving Innovation for businesses
- How to be a consultant for businesses as a Product Manager

MODULE 10

Product Metrics

- What are Product Metrics?
- Understanding KPIs and Metrics
- Three Levels of Metrics
- Understanding North Star Metric
- Understanding User Oriented and Business Oriented Metrics
 - Activation, Active Users, Engagement,
 - Retention, Churn, Customer Satisfaction Score, Net Promoter Score, etc
 - Monthly Recurring Revenue (MRR),
 - Average Revenue Per User (APRU), Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV), etc
- How to use Google Analytics to track data
- How to use Hotjar to track websites and web app data

MODULE 11

Competitive Analysis / Product Strategy

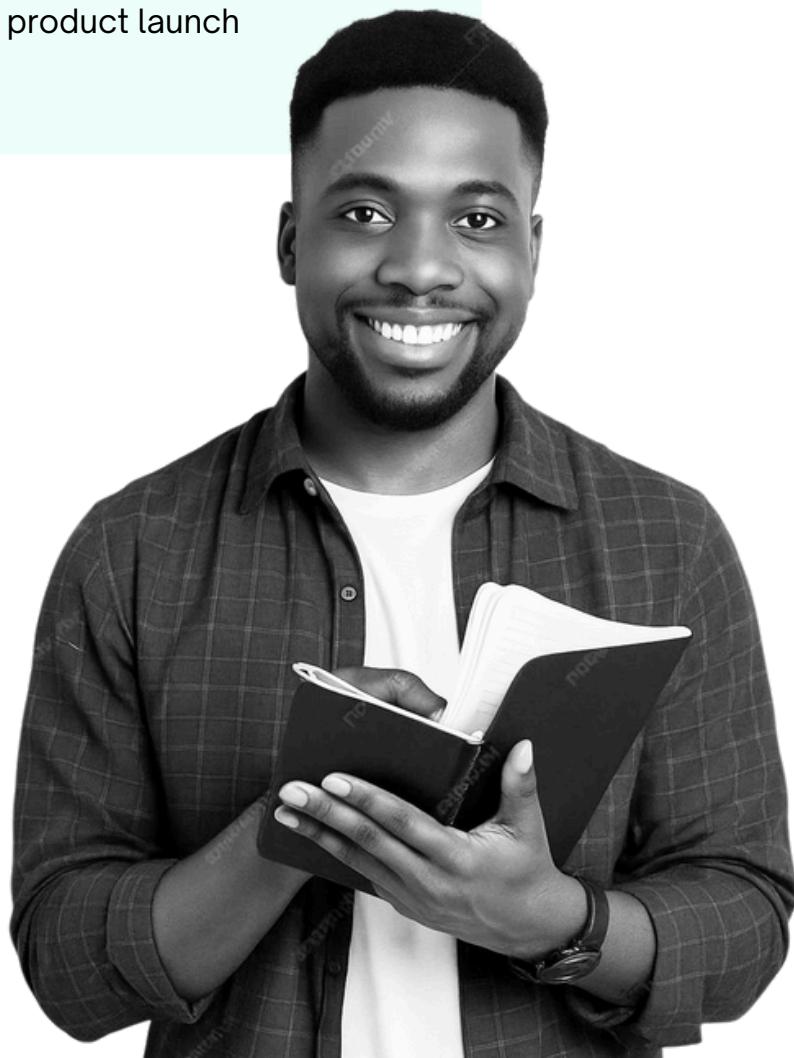
- What is competitive analysis
- Understanding different types of competitors
- How to conduct competitive analysis
 - SWOT analysis / Competitive
 - Feature Matrix
- What is Product Strategy
- The importance of product strategy
- How to get business leverage
- Components of a great product strategy
- Understanding Value Proposition
- Pricing Strategy (Subscriptions, Tiered pricing, Freemium, Free trials, Penetration pricing, etc)
- Strategy Case Study of Moniepoint, Opay, Figma, and Mailchimp



MODULE 12

Product Launch: Go-To-Market Strategy

- What is a Product Launch
- The goals of a Product Launch
- 3 phases of a Product Launch
- Understanding different marketing activities
- Bridging the gap from product launch to product usage
- Achieving Product Market Fit (PMF) quickly
- Collaborating with marketing, sales, and customer experience teams for successful product launch



BONUS CLASS

How to leverage AI tools as a Product Manager

- How to use ChatGPT / Gemini for market research
- summary, write PRDs, generate user interview questions, write user stories, and draft specs
- How to use Framer AI to build interactive landing pages or MVPs directly from a description.

Final Exams and Capstone Project Presentation

- Product Management training Assessment
- Capstone Project Presentation
- Awarding of certificates



Tools you would be introduced to during the program



Jira Software



Figma



Miro



Trello



Google Docs

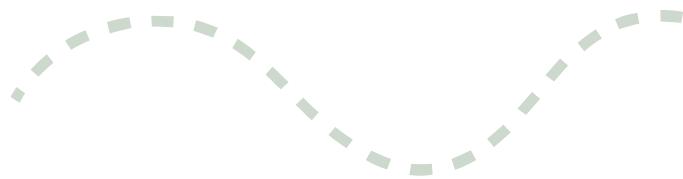


Google Slides



Google Analytics



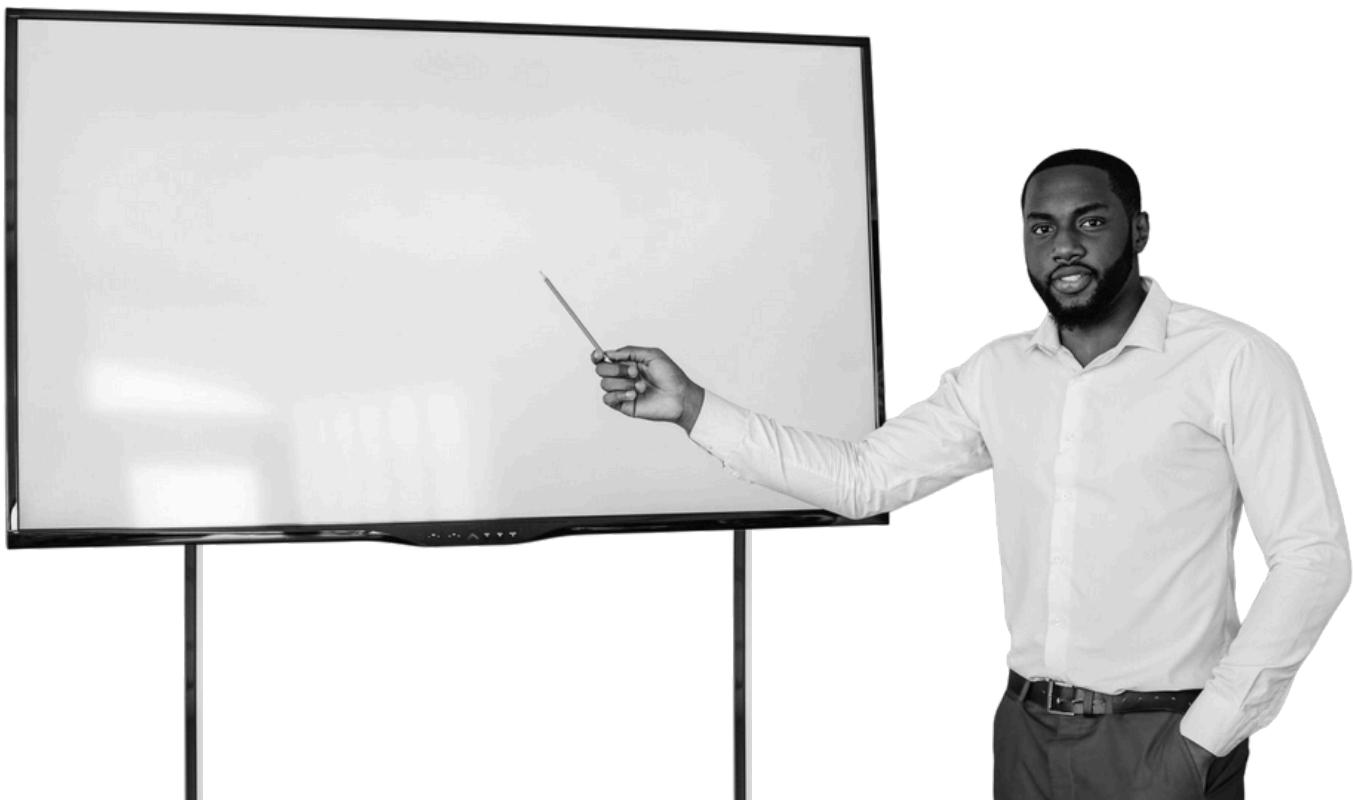


CAPSTONE PROJECT PRESENTATION

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. The project is presented to experienced 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 in the training before they are presented to the business world.



PRESENTATION OF CERTIFICATE



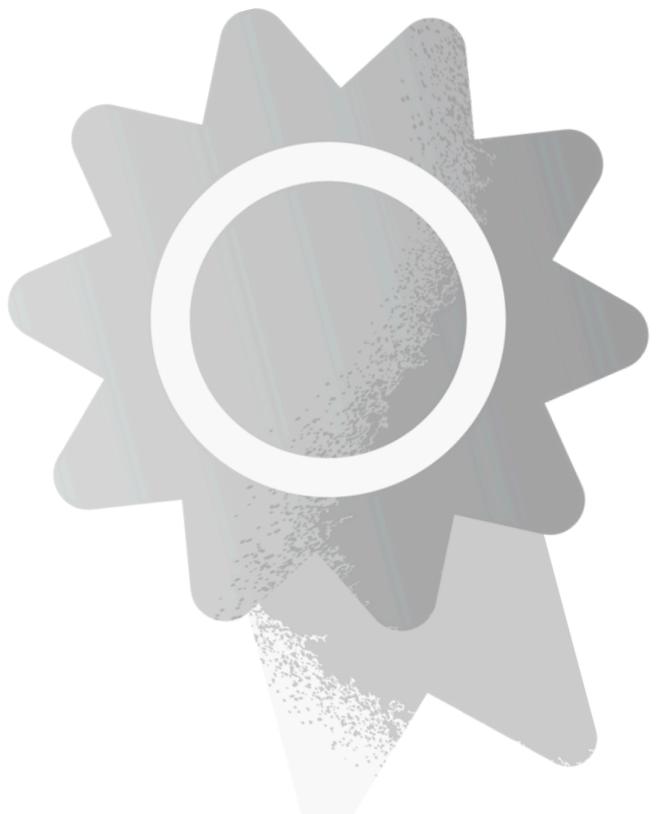
Each trainee is presented with an Enoverlab Advanced Product Management certificate accredited by ACTD (American Council of Training and Development) to certify that he or she has met the required standards to be able to work in the Product Manager role anywhere in the world.

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

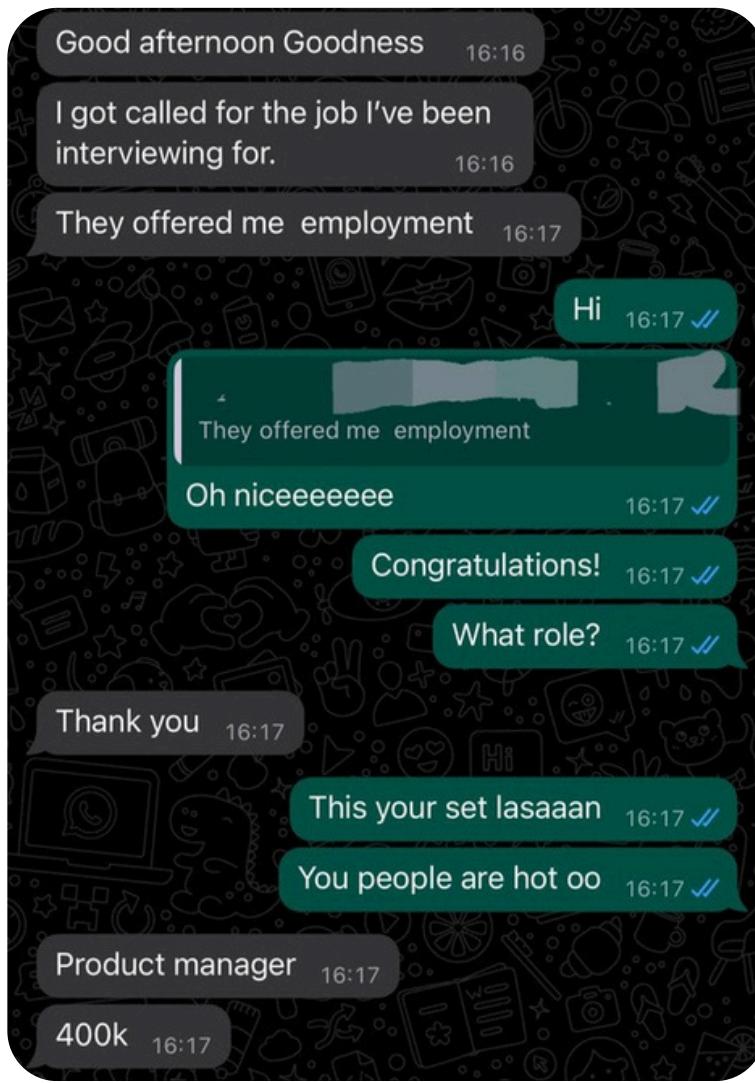
Benefits of becoming a Product Manager

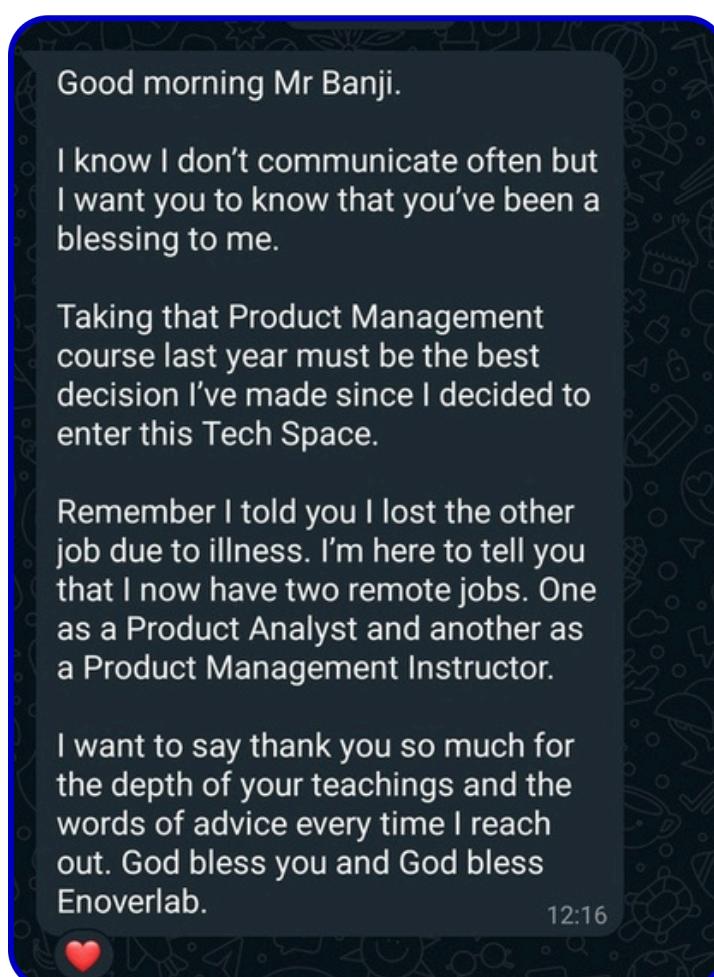
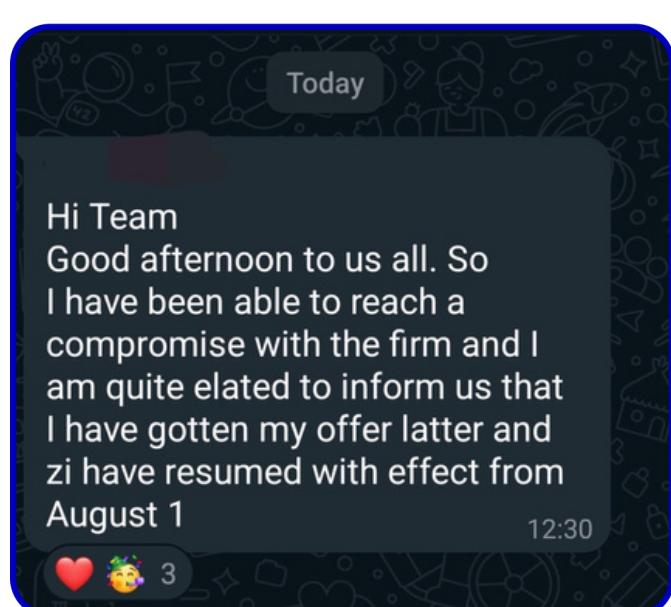
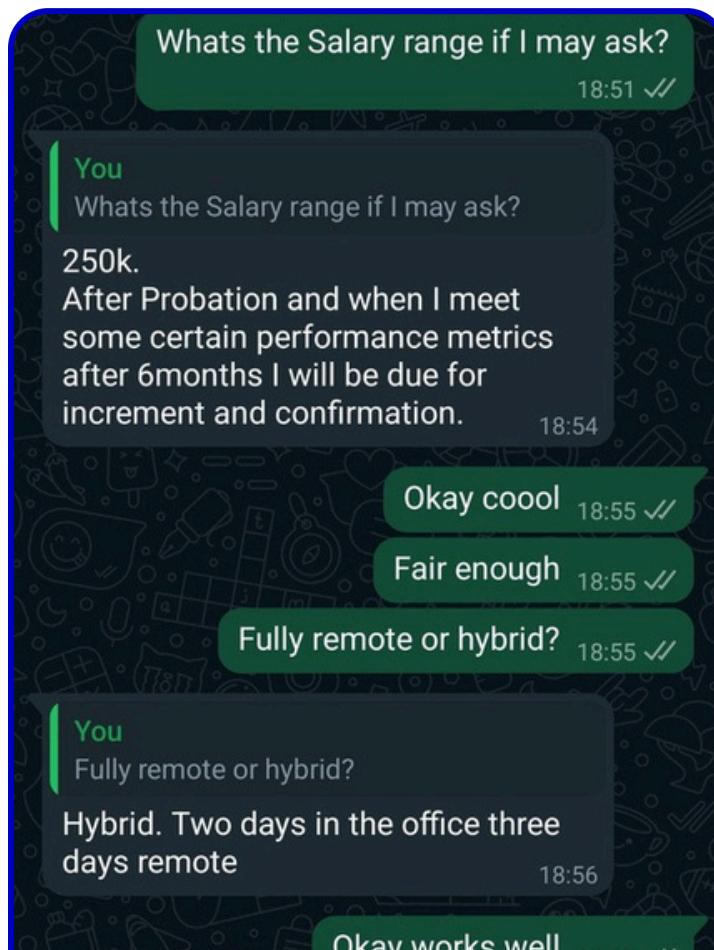
An average Product Manager earns around N400,000 - N800,000 monthly, that is N4,800,000 - N9,600,000 yearly in Nigeria.

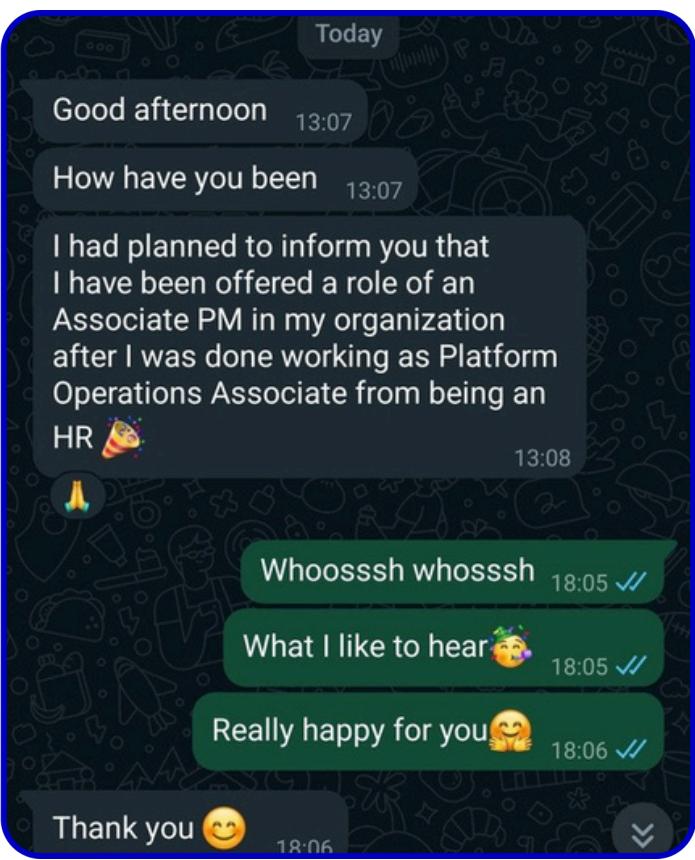
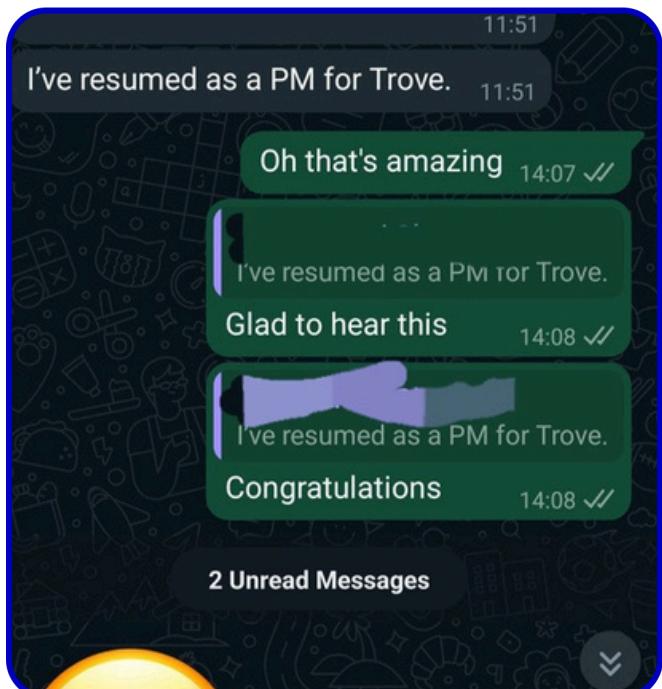
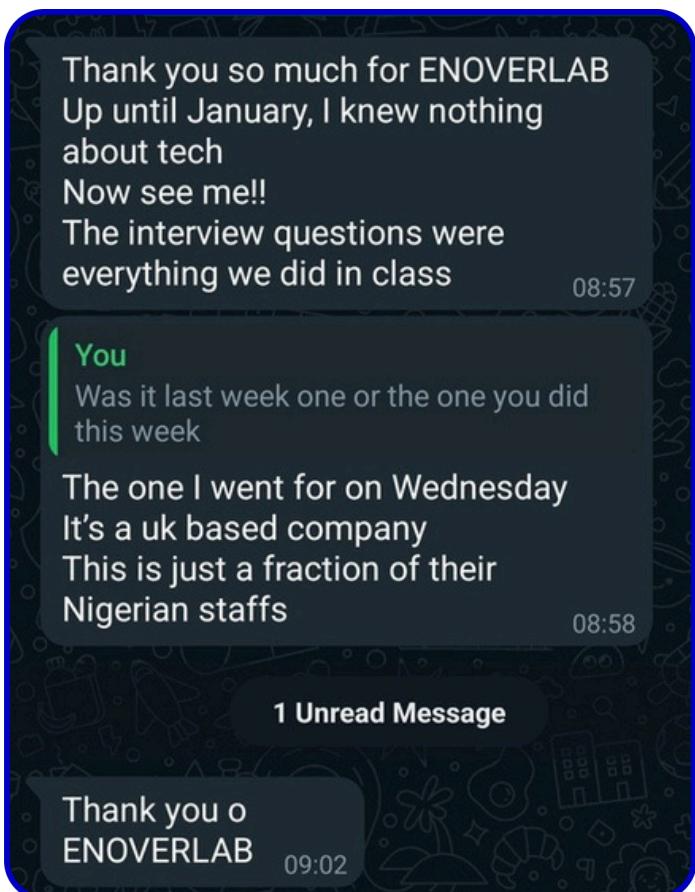
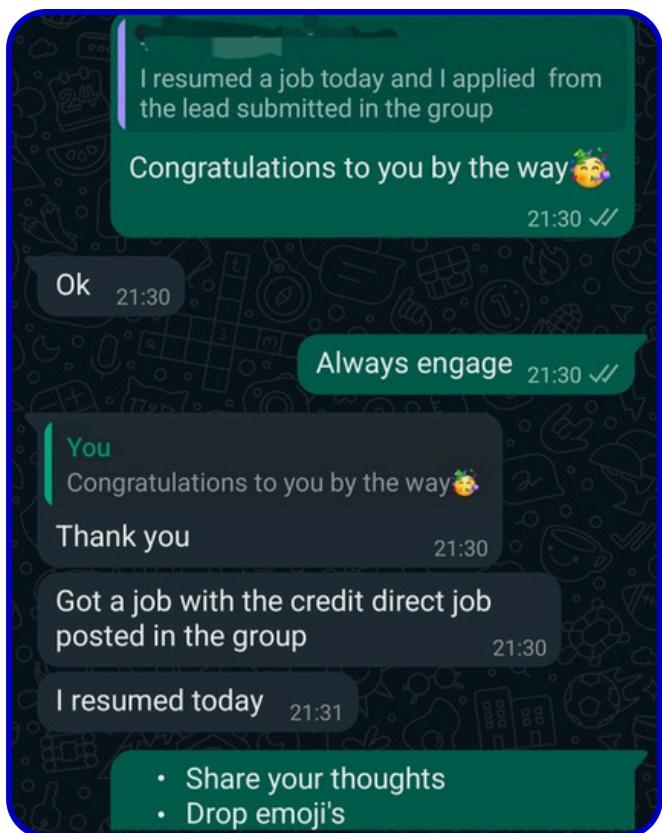
More experienced Product Managers earn between N1,000,000 - N4,000,000 monthly, that is N12,000,000 - N48,000,000 yearly. Internationally, they earn between \$8,000 - \$15,000 monthly, that is \$96,000 - \$180,000.



Benefits of becoming a Product Manager







MEET OUR INSTRUCTORS



Olabanji Ewenla (The Pizza Coach🍕)
(Product Leader & Business Strategist)
www.linkedin.com/in/olabanjiewenla/

Olabanji Ewenla is an experienced Product Manager with over 8 years of experience working in different industries like health and wellness, logistics, mobility, travel and tourism, and education.

He is a Certified Product Manager by AIPMM (Association of International Product Marketing and Management).

He has trained over 1,200 people directly and indirectly in Tech, Product Management, business strategy, and personal development.

Olabanji is the author of “The Blood Money in Tech”, “The ABC of Product Management”, and "How to get your first Product Manager job"

He is also the Co-founder and CEO of Enoverlab.



Oladipupo Bolaji (The Technical Wiz💻)
(Senior Product Manager, Fincra)

Oladipupo Bolaji is an experienced Product Manager who has held leadership roles in technology management at Microsoft, Etranzact, and Venture Gardens Group.

He has a robust background in software development and a proven track record of delivering innovative digital solutions. He has demonstrated expertise in managing end-to-end product lifecycles, optimizing user experiences, and driving product excellence through cross-functional collaboration.

Currently a Senior Product Manager at Fincra Technologies, he has spearheaded strategic initiatives like launching the Cashback promo, integrating virtual accounts, stabilizing pay-in systems, and driving the company's entry into the South African market.

His tenure at Microsoft showcased his ability to lead large-scale projects, such as the Mesh Client release for over 280 million Teams users, while improving critical processes like bug triage and release cadence.

With certifications including PMP and Certified Product Manager (AIPMM), he combines technical acumen, strategic vision, and a commitment to professional growth to consistently deliver exceptional results.



Goodness Ehizode
(The Goody Energy😊)
(Senior Product Manager, Fincode)
linkedin.com/in/goodnessehizode/

Goodness Ehizode is a Senior Product Growth Manager and Career Growth Professional, recognized by ADPList as a top 1% Product Leader in Africa. With over 7 years of experience, she drives innovation at the intersection of product-led growth and market strategy, with deep expertise in user psychology and stakeholder management.

She was the pioneer Product Manager at Clafiya, launching its first product and scaling to 5,000+ active users in just three months. At Fincode, she leads growth and strategy for high-impact fintech initiatives.

Beyond product leadership, Goodness has mentored 1,000+ aspiring PMs globally, and she is the founder of Everything Products with Ehizode, a podcast spotlighting product stories across Africa.

When she isn't training Product Managers, consulting with Startups and helping them build great products, or anchoring her podcast, she is exploring new hobbies and business ideas.



Segun Sobodu (The Meek Coach😊)
(Product & Quality Assurance Manager, Opera Software)
linkedin.com/in/segun-sobodu-05

Segun is a digital product leader with 8+ years of experience in social media, digital marketing, and product development.

He has worked across education, real estate, SaaS, and software, and currently leads Opera Software's QA and Product Testing team in Africa, ensuring world-class standards for Opera Mini, Opera Browser, and MiniPay.

Previously, as Product Manager at ReachOut Inc., he scaled the platform to 430K users and 23K DAU in just 10 months through a successful “Refer and Earn” model.



Imelda Onyebueke
(The Vibe Coach 😊)
[linkedin.com/in/imeldaonyebueke](https://www.linkedin.com/in/imeldaonyebueke)

Kosisochukwu Imelda Onyebueke is a Product Manager with a background in SaaS, AI, and LegalTech, building digital products that simplify complex workflows and deliver measurable impact.

She specializes in translating customer insights into PRDs, user flows, and scalable features—leading cross-functional teams to deliver products like E-Lawya, which reduced legal document processing time by 40%, and AI platforms like Owlow.ai and Posterio, which drove adoption and retention.



Paula Adaja (The Realist Coach)
(Product Manager, GoNomad)
www.linkedin.com/in/paula-adaja

Paula Odoch Adaja is a value-driven Product Manager with a proven record of building profitable, high-impact B2B, B2C, and SaaS products that solve real customer problems and drive business growth.

With several years of experience across Mobility, EdTech, HealthTech, E-commerce, and Business Services, Paula has successfully launched products, optimized user experiences, and improved operational efficiency for startups and growth-stage companies.

In her current role at GoNomad, she leads initiatives that simplify cross-border business setup, payments and compliance across the UK, US, and Canada.

Paula is passionate about creating systems that empower teams to deliver impactful work and mentoring aspiring Product Managers to shape the next generation of innovative products.



Praise Kehinde-Ige
(Student of life 🎓)
(Product Manager, Kenkeputa Inc)
www.linkedin.com/in/pkige/

Praise is an experienced Product Manager with a background in law who has launched and managed products across the U.S. and Africa.

He combines strategy, operations, and growth with hands-on experience in software development and design, bringing a well-rounded approach to building products that users love.



John Esan (JAE 😎)
(Product Manager, Vendorcredit)
www.linkedin.com/in/john-esan/

John Esan is a Product Manager with experience building and optimizing digital products across finance, media, and technology.

He has led product innovations in developing and launching lending and embedded finance solutions, driving digital transformation for financial institutions, technology startups, and social impact projects.

With expertise in product strategy, agile project management, user research, and design, John takes a data-driven, user-centered approach to delivering viable solutions that enhance customer experience and drive business growth.



Onifade Ifeoluwa
(The Design Ninja)
(Product Lead, Flex2ride)
linkedin.com/in/onifadeifeoluwa

Ifeoluwa is a Senior Product Designer and WordPress Designer with nearly a decade of experience building digital products that drive real business outcomes.

With a background that bridges technology, marketing, and design, He specializes in crafting usable, scalable, and conversion-focused experiences across web and mobile.



Monjolajesu Osode
(The Product Stylist )
(Product Manager, Raven.africa)
linkedin.com/in/monjolajesu-osode

Monjolajesu Osode is a value-driven Product Manager with experience delivering impactful solutions across fintech, govtech, fashion, and healthcare. He has led cross-functional teams to launch and scale products including revenue platforms processing over ₦1,000,000,000 monthly, merchant payment systems, and VR-based healthcare applications.

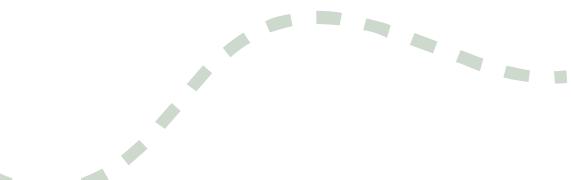
Skilled in product strategy, agile delivery, and user-centered design, Monjolajesu leverages data-driven insights and effective stakeholder management to drive business growth and customer satisfaction.

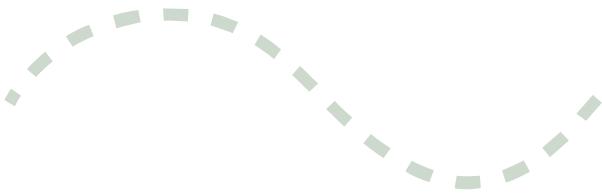


Onwubiko Emmanuel Ebere
(ProdigyPM)
(Product Manager, Finceptive)
linkedin.com/in/emmanuel-onwubiko/

Emmanuel Onwubiko is a Technical Product Manager passionate about building products that blend innovation with reliability. I love turning complex challenges into simple, effective solutions tailored to real user needs.

Whether it's designing systems, exploring new tech, or collaborating with teams, I thrive at the intersection of product strategy and technical execution. For me, it's not just work, it's a passion.





Contact Us

For more information:

Call **07053395509,**
09063124595



info@enoverlab.com



www.instagram.com/enoverlabng/



x.com/enoverlab



linkedin.com/company/enoverlab



www.enoverlab.com

