

Relevel

Product Management



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About Relevel

The coming decade is one of immense **opportunity for India** with a majority of our population under the age of 35 and the growing proliferation of global technology.

For a long time, India was known as the land of outsourced opportunities. The past decade however has shown that **Indians can build global products and businesses**. This is expected to grow manifold in the coming years provided we solve for one crucial element - **skilled talent**.

Today, there is a massive divide between aspirants looking for the **right opportunities** on one side, and companies vying for the best talent on the other. Historically exposure to opportunities has been defined by one's college, degree, or who they already knew in the industry. The events over the last year have only made the situation worse.

We believe it is high time that this changes for good! We believe that hiring should depend only on your capabilities and skills, not your college degree.

Being India's **Largest Learning Platform**, democratizing knowledge and access is a core tenet of the **Unacademy Group**. We are now extending that to opportunities through Relevel by leveling the playing field for millions of Indians. We imagine a future where candidates have a transparent path to the **career of their dreams**.

At Relevel, we believe **your history doesn't matter. Your skills do**. Your network doesn't matter. You do!

All the best. We know you can crack it!

Why Product Management?

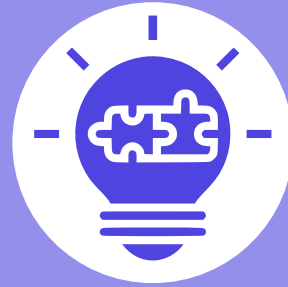
Product Managers are a highly coveted set of individuals who drive the growth of a company by effectively designing and executing the roadmap of a product. In the internet age, robust tech products become the foundation for any successful new age business, driving speed, customer experience, and progress.

- **Strategic Responsibilities:** Product managers define the growth of a product from an idea, to a fully functioning entity. They are visionaries who are ahead of the curve and understand evolving consumer and business needs before most of the industry does. Their strategic responsibilities take the future into account and define the direction of movement of the company for the future.
- **Scope of Learning:** A product manager is the bridge between the business and tech arms of an organization. The unparalleled experience of working with tech teams like design, engineering and business teams like marketing, sales will enrich your expertise and experience.
- **Growth Potential:** The average starting salary of an Associate Product Manager in India is Rs 15 Lakhs per annum. Moreover, the top 10% earn more than Rs 20 Lakhs per annum. It is among the top paid jobs globally.

Why Relevel Courses?



375+ hours of Live Learning



28 Live Business Cases



Learn from the best in the industry



Placement Mentoring



Periodic tests with Projected Relevel test scores



Merit Based scholarships

Learn: The Relevel Way



Doubt Solving Sessions

Weekly educator-led doubt solving sessions along with Teaching Assistant-led doubt solving sessions 4-5 times a week ensure that your understanding is crystal clear.



Quizzes & Assignments

Real learning happens only when we practice. Specially curated quizzes after each session for a life-long learning experience.



Periodic Proctored Tests

Track how far you have come along in your endeavour to learn through these fortnightly tests.



Dedicated Success Managers

To help you reach that finish line, and anything that comes enroute this journey.

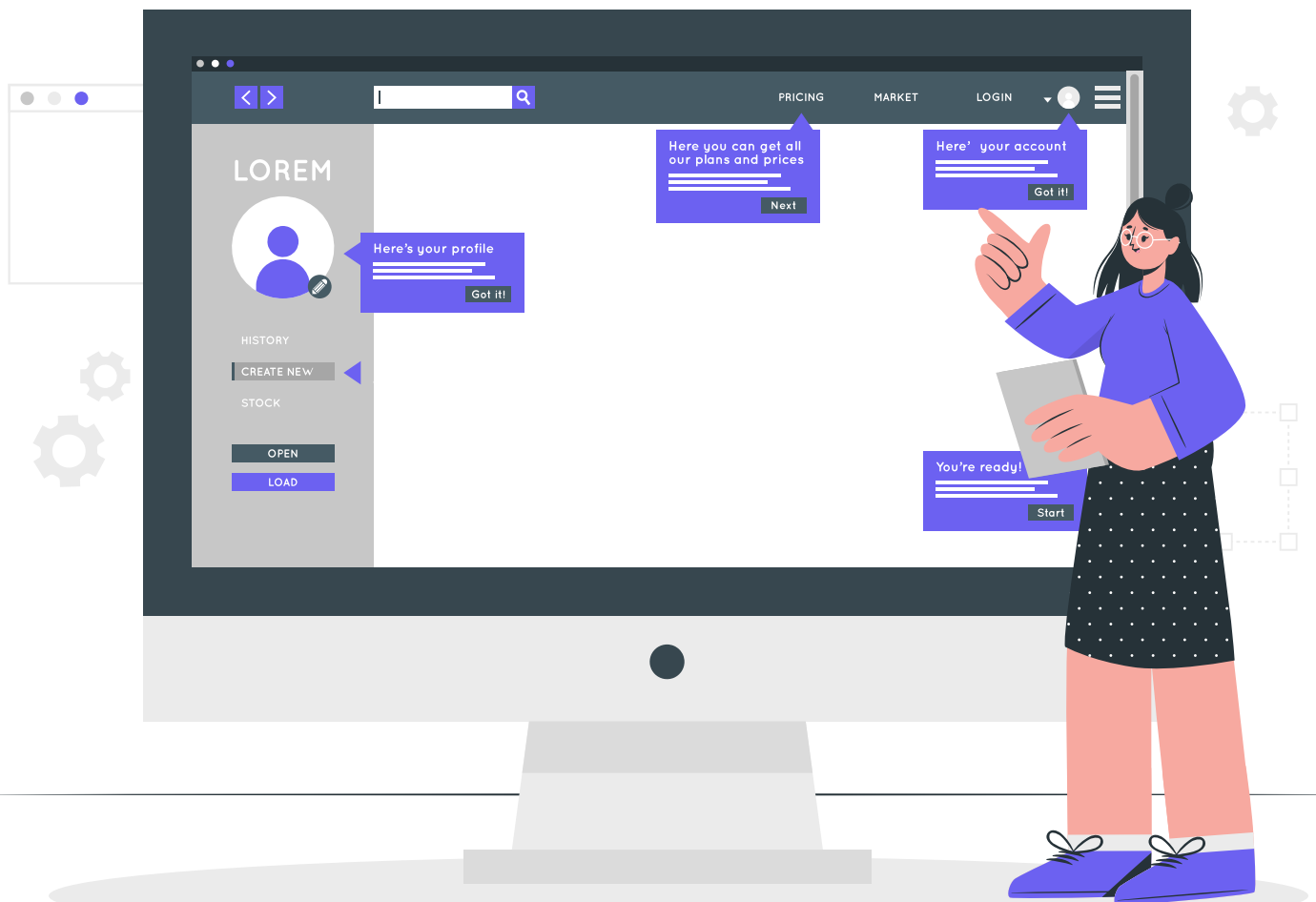


Community Access

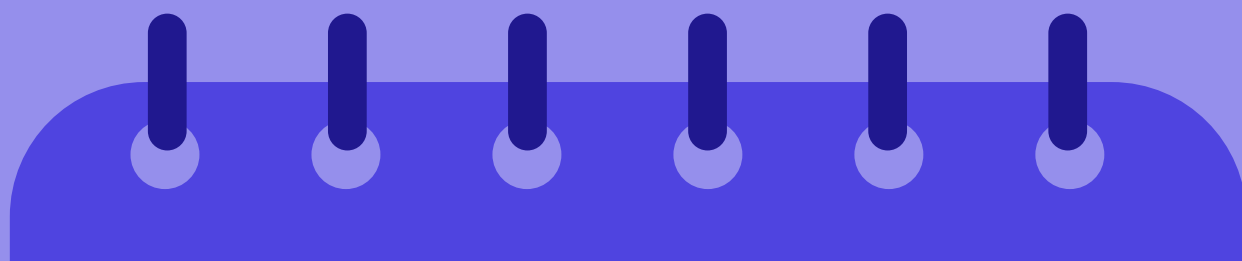
Learning by sharing. Connect with your peers and achieve your goals together.

Is this for You?

If you're looking to start your career as a Product Manager, or just pick up the necessary skills, you have come to the right place!



Weekly Class Schedule



MON	TUE	WED	THU	FRI	SAT	SUN
7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	Off day for practice	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	Off day for practice	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	11 AM - 2 PM* Session by Educator	Guest Lecture/ Event/Doubt Session with educators/ Test
8 PM - 11 PM Session by Educator		8 PM - 11 PM Session by Educator		8 PM - 11 PM Session by Educator	7 PM - 8 PM Doubt Clearing Session by Teaching Assistant	

*Weekend session timings may change depending on the availability of the educator.

Classes by Experts



Abhineet Sinha
Product manager - 2,
Intuit



Neetika Kataria
Senior Product Manager, PeopleStrong



Rajat Kumar
Product Manager, Meesho



Lakshmi Chaitanya
Senior Product Manager,
Observe.ai



Veerachenan G
Product - New initiatives,
Ramco Systems



Arpit Beniwal
Head of Product,
Baazi Games



Dhinesh Babu Potnuru
Vice President, Product Management
INDmoney

Learn from Industry Leaders



Anurag Gagar
Head of Product, Spinny



Chandramouli Gopalakrishnan
Principal PM Manager, Microsoft



Akhil Sharma
Senior Director Product, OLA



Malthi SS
Director of Product Management, PayPal

Curriculum Snippet



Module 1

Introduction to Product Management & Product Lifecycle Management

1 week

- 1** We start from the very basics of product management, covering topics like the importance of Product Management, types of Product Managers, skill sets required etc. This section also covers the basics of the Product Life Cycle, the concept around which all new products are planned.
 - Career Path - PM in early-stage startups vs Established Companies
 - Salary progression with years of experience
 - A day in the life of PM
 - Common myths about PM

Module 2

How to define a Product Vision

1 week

- 1** **What is Product Vision and How to define a Product Vision (Mission + Business Goals)**

Learn how to define and craft a compelling vision for a product in this module using concepts like Business Model Canvas, Minimum Viable Product (MVP) and Key Performance Indicators (KPI). Also, learn the key methodologies of product development - Waterfall, Agile (Scrum and Kanban).
- 2** **What is Product Strategy**

This section introduces the basic elements that make up product strategy:

 - Target Group
 - Customer Needs
 - Product Solve
 - Product Experience

Module 2 (contd.)

How to define a Product Vision

3

Introduction to Product Design and Product Roadmap

Understand what goes into designing a great product and how to outline the vision, direction, priorities, and progress of your product over time.

4

Product-Market Fit

Learn how to analyse the market and identify a product solution that will be successful using key frameworks including 3Cs. Also, understand how to calculate market size to ensure your product has a viable market.

Module 3

Product Strategy, Customer Development, and Defining MVP

2 weeks

1

Defining Target Group

This section teaches how to define user personas and identify the primary user persona for a product.

2

Identifying User Needs

Now that a user persona has been identified, we learn how to calculate the Total Addressable Market and Return on Investment for your product. We also venture into defining hypotheses that will answer key questions about the product and test them through the end-user.

Module 3 (contd.)

Product Strategy, Customer Development, and Defining MVP

3 Solving User Problems

What are Product Ideas and User Needs? How does one gather ideas and prioritize them? How does one conduct market research and competitor analysis? How are user interviews conducted? What is a feature table and how is it created? How is feature prioritization done? This section answers all these questions and more.

4 Defining Product Experience

This section covers very important concepts of MVP (Minimum Viable Product) and MDP (Minimum Delightful Product) along with other important steps involved in product development like defining a comprehensive user journey.

Module 4

Design Product Experience UI/UX for Product Management

2 weeks

1

- Fundamentals of wireframing
- Design thinking
- Best and worst design practices for App and Desktop
- Design Sprints
- Business Process Diagrams
- Low Fidelity Prototypes
- High Fidelity Prototypes
- Design Validation Process
- Tools - Projects in both Balsamiq and Figma

Module 5

Product Lifecycle Management

2 weeks

1 Business Communication for Product Managers

A good product manager communicates effectively with all stakeholders and drives alignment across functions to achieve the desired product state and organisational goals. This section covers:

- Written and verbal communication skills for PMs
- Working with Engineers
- Working with Designers
- Working with Executives

2 Building the Product - Understanding Project Management

This section covers the fundamentals of managing product development, where the Product Manager acts as a manager of the project, and interfaces seamlessly between stakeholders to get to the desired state of product in optimal time. This covers:

- JIRA and Epics
- Writing user stories
- Concepts of estimations and velocity

3 Product Requirement Documents

Understand the need for a good Product Requirement Document, and how to create them effectively. Also learn how to collaborate with cross functional teams while working on PRD.

4 Product Teardown

Improving Delivery Experience for a Delivery App.

Module 6

Product Launch and Product Metrics 3 weeks

1 Product Launch Pricing Strategy

How are pricing decisions taken for a product? How does a product make money for an organisation and recoup the costs it incurs? Covers:

- Pricing Models
- Product Costing
- Pricing Strategy

2 Product Business Models

Learn the definition and importance of business models and business model taxonomy - Freemium, Software as a Service (SaaS), and marketplace models, and equip yourself to choose the right business model for your product.

3 Product Launch GTM Strategy

Get an overview of the product launch and Go-to-Market strategy (GTM), elements of GTM strategy, product positioning and messaging, and product - launch planning.

4 Product Metrics, Defining Success, and Measuring Results

This section goes in-depth into metrics that a product manager must understand and track to ensure product adoption and function are as per plan. This section also covers:

- HEART Framework
- AARRR Framework
- Defining Product goal, tracking metrics and prioritizing metrics to measure success
- Revisiting product-market fit post launch and identification of post launch corrections

Module 7

Product Feature Prioritisation and Case Study Preparation

2 weeks

1 Feature Prioritisation and Backlog Management

The quality of feature prioritization can make or break the early days of a product. Learn how to prioritise user stories, plan sprints, and maintain an active product backlog with case studies.

2 Case Studies

Get prepared for your interviews by solving various case studies, business problems and understand product management skills through real life business cases.

3 Summarize the book

“Inspired: How to Create Tech Products Consumers Love” by Marty Cagan.



Module 8

Tech Understanding for Product Management

4 weeks

1 Tech Understanding for PMs - 1

As product managers operate in a tech heavy environment, understanding the underlying tech will always aid in productive conversations and execution. This part will cover:

- Basics of internet
- Frontend development
- Backend development
- Tech stacks

2 Tech understanding for PMs - 2

Going further into tech, we introduce:

- The basics of programming, covering languages and concepts
- App and web development
- Introduction to AWS
- Defining PM specs for engineers
- Case studies

3 Product Manager Toolkit

This section covers key Analytics tools every product manager should have in his quiver - Mixpanel and Google Analytics.

4 Product Teardown

Increasing User Engagement and Retention for a Popular OTT Service.

Module 9

Interview Preparation & Capstone Projects

5 weeks

1

Product Growth Models | Product Experimentation | Growth Strategies

Learn about product growth frameworks for B2B and B2C companies and how to run A/B test experiments.

2

Soft Skills in Product Management

This section covers important soft skills that serve every Product Manager well:

- Stakeholder Management
- Influencing Leadership and communicating your vision
- Prioritizing work
- Possible issues that can arise during product lifecycle and dealing with difficult situations

3

Product Estimation Questions, Behavioral Questions & Resume Building

This section will help you crack interviews - Frameworks to answer Product Estimation interview questions, Sample interview questions, and Resume feedback sessions.

4

Summarize the book

“Hooked: How to Build Habit Forming Products” by Nir Eyal.

5

Case Studies

Multiple practice sessions with case studies to tackle application of the concepts worked on so far.

6

Capstone Project Assignment

Your capstone project will be assigned during this module. You will be tasked with developing a product in a high demand industry using all the concepts taught so far.

Module 10

Capstone Projects

2 weeks

- 1 Complete your analysis to drive the vision, strategy, design, launch planning and pricing of a new product in the industry assigned to you. Submit your solution, discuss with our experts, and compare your solution with the master solution from the expert.

Module 11

Build your portfolio of mobile apps using No Code Tool

4 weeks

- 1 Embellish your portfolio and resume by building your own app using no code app tools, Adalo and Glide. This section starts with crash courses for the tools followed by live app coding sessions for both.

Capstone Projects

Use your learnings to solve real business problems faced by some major companies.

Project 1

Online Food Delivery App

Online Food Delivery in India is projected to become a 14 Billion Dollar industry in 2022. Conceptualize and present a new app that will be successful in this cutthroat industry.



Project 2

Social Networking App

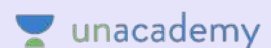
With a population rapidly gaining internet literacy, India is ripe for growth in the social media space. Present how you would bring your social media app product to the market.



Project 3

Test Prep Education App

India's EdTech Industry is expected to grow 10X in the next 5 years. Ideate, conceptualize, and plan for your app in this space.



Project 4

Financial Services App

The internet revolution has moved financial transactions online. Present the launch plan for your FinTech app, starting from product vision.



Placement and Career Support

With Relevel, you can now get a job in three simple steps



Qualify the Releve Associate Product Management Test



Interview with a minimum of 5 companies



Receive an offer within 15 days!

paytm

yatra

CRED

meesho



shaadi.com

upGrad

Groww

GRAPHY

Course Details



Duration of the Course

7 months



Commitment Required

15 hours in a week



Course Fee

INR 85,000/-

What are you waiting for?

[Enroll Now](#)