

Product Manager – 100+ Lab Exercises (Basic, Intermediate, Advanced)

□ Basic Level (30+ Exercises)

Objective: Develop foundational knowledge in product management principles, user-centric design, and basic project coordination.

Product Management Fundamentals

- Understand the role and responsibilities of a product manager.
- Study product lifecycle stages.
- Learn basics of user research and persona creation.
- Conduct market and competitive analysis.
- Create simple product requirement documents (PRDs).

User Experience & Design Thinking

- Apply design thinking methodologies.
- Develop user journey maps and wireframes.
- Facilitate brainstorming and ideation sessions.
- Collaborate with UI/UX teams.
- Collect and analyze user feedback.

Project Coordination & Tools

- Use Agile and Scrum basics.
- Create and manage product backlogs.
- Familiarize with project management tools (Jira, Trello).
- Conduct sprint planning and retrospectives.
- Develop communication plans for stakeholders.

□ Intermediate Level (40+ Exercises)

Objective: Enhance skills in strategic planning, data-driven decision making, and cross-functional leadership.



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Expertise : **AI, Machine Learning & Data Science \ Cybersecurity & Ethical Hacking**
IoT, Blockchain & Cloud Computing \ Full Stack Web & Mobile Development
Digital Marketing & SEO

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Product Strategy & Roadmapping

- Define product vision and strategy.
- Build and maintain product roadmaps.
- Prioritize features using frameworks (RICE, MoSCoW).
- Align product goals with business objectives.
- Conduct SWOT and gap analysis.

Data Analysis & Metrics

- Use analytics tools (Google Analytics, Mixpanel).
- Define KPIs and OKRs for products.
- Conduct A/B testing and experimentation.
- Interpret user behavior and engagement metrics.
- Apply cohort and funnel analysis.

Stakeholder Management

- Lead cross-functional team collaboration.
- Manage expectations and communication with executives.
- Facilitate conflict resolution and decision making.
- Run effective product demos and presentations.
- Negotiate and manage vendor relationships.

☐ Advanced Level (40+ Exercises)

Objective: Master end-to-end product leadership, innovation management, and scaling products in competitive markets.

Advanced Product Leadership

- Drive innovation and disruption strategies.
- Lead go-to-market (GTM) planning and execution.
- Manage product portfolio and lifecycle optimization.
- Implement product monetization models.
- Develop strategic partnerships and alliances.

Scaling & Growth

- Design growth hacking experiments.



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- Optimize user acquisition and retention strategies.
- Manage internationalization and localization.
- Oversee compliance and regulatory considerations.
- Lead M&A product integration initiatives.

Leadership & Mentorship

- Mentor junior product managers and teams.
- Lead change management and organizational alignment.
- Build and nurture high-performing product teams.
- Drive data culture and product analytics maturity.
- Advocate for customer-centric product development.

Capstone Projects

- Develop a full product strategy and roadmap for a new product.
- Conduct a market entry analysis and GTM plan.
- Lead a cross-functional product launch.
- Design and optimize a SaaS product's growth strategy.
- Create a comprehensive stakeholder engagement plan.

□ Tools & Technologies

- Jira, Confluence, Trello, Asana
- Google Analytics, Mixpanel, Amplitude
- Productboard, Aha!, Roadmunk
- Figma, Miro, Lucidchart
- SQL, Tableau, Power BI