Product Management Program Development Report

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Roadmap for the Product Management Program

- **Market Analysis-**
1. Research key e-learning platforms like Udemy, Coursera, Alison, and Hackerrank.
2. Analyzing their pricing strategies and course placements.
3. Identifying their unique selling points and market positioning.
4. Examine project management course structures and methodologies.

Company	Course Type	Certification value	Learning Format	Interactivity
Udemy	Self-paced video	Low	Pre-recorded lectures	Low
Coursera	University-backed programs	High	Structured courses and Assignments	Medium
Alison	Free short courses	Low	Hands-on coding tests	High
CodeSignal	Coding challenges and assessments	Low	Self-paced video and reading	Low

- **Curriculum Design & Development -**
1. Identify industry-relevant topics that align with current trends.
2. Set an engaging course duration with milestones to maintain interest.
3. Design quizzes and assignments to reinforce learning and build confidence.
4. Collaborate with industry experts for insights.

- **Beta Testing & Feedback Collection-**
1. Select small batch of users for testing and reviews
2. Conduct Feedback Interviews to identify area of improvement
3. Adjust and Fix unclear modules based on the user feedback
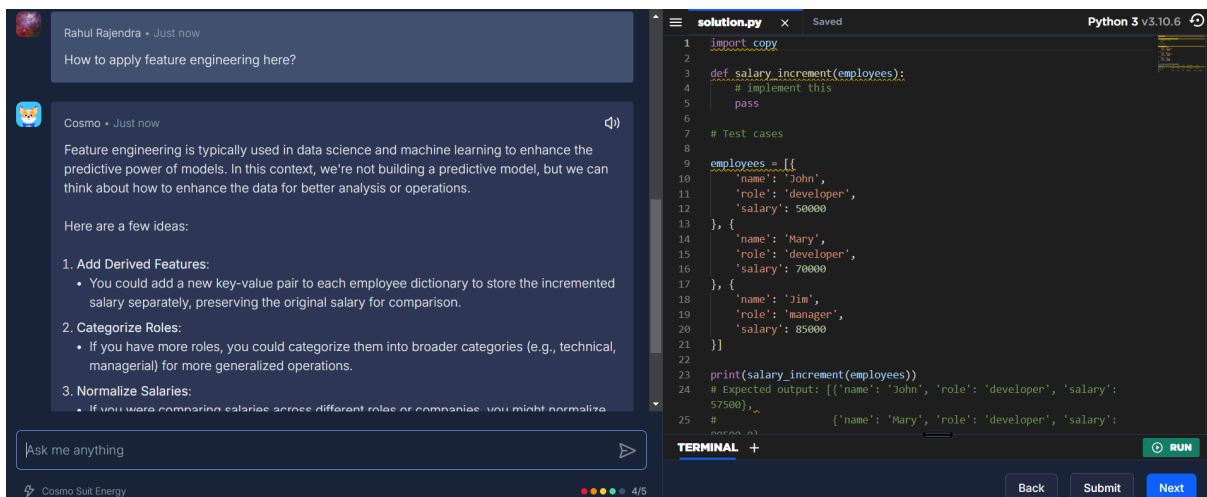

- **Product Launch & Innovation -**
1. Develop a pricing strategy to tailor the target audience.
2. Plan promotional campaigns through platform collaborations for maximum reach.
3. Monitor student engagement and identify areas for improvement.

Product Innovation and Enhancements

- **AI Chatbots   (Reference - CodeSignal)**
1. Implement AI Chatbots access across the course to instantly solve doubts
2. Improve the efficiency of the chatbot according to the user behavior
3. Provides precise solution that is tailored to the user doubt

- **Hands-On Capstone Projects   (Reference - Forage)**
1. Partner with companies to offer real industry case studies.
2. Design a reliable and effective project structure for optimal learning.

- **Interactive Learning**   **(Reference - CodeSignal)**
1. Introduce badges and milestones to boost user engagement.
2. Incorporate role-playing exercises after each module.
3. Provide scenario-based simulations for hands-on experience.

Conclusion

This Product Management Program is designed to bridge industry skill gaps with a structured, hands-on learning approach . Through market research, strategic curriculum design and Product innovations