



TECHTAN Course Brochure

2024



MISSION AND VISION

Mission

Empowering individuals with tailored tech education in a sophisticated environment. We foster excellence, integrity, and empowerment, guiding learners to thrive in the digital era with personalized attention and industry expertise.

Vision

To be the premier destination for classy tech education, inspiring lifelong learners to unlock their full potential and lead with confidence in the ever-evolving world of technology.

CORE VALUES

We uphold the highest standards of integrity, transparency, and ethical conduct in all our interactions, building trust with our clients, partners, and community through honesty, accountability, and respect.

We foster a culture of collaboration, teamwork, and inclusivity, valuing diverse perspectives and leveraging collective strengths to drive innovation, foster creativity, and achieve shared goals in the tech community.

We strive for excellence in tech education, delivering high-quality programs and services that exceed expectations, foster innovation, and empower individuals to achieve their goals in the digital realm.

We believe in the power of education to empower individuals and transform lives. We empower learners to unlock their full potential, embrace lifelong learning, and thrive in the digital age.

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Embrace the elegance of luxury,
and the power of perpetual
learning in tech. In our journey,
we fuse opulence with expertise,
crafting a legacy where
innovation meets refinement.

SEGUN

PRODUCT MANAGEMENT

1: Introduction to Product Management

- What is product management?
- Roles and responsibilities of a product manager
- Product development lifecycle

2: Market Research and Analysis

- Identifying customer needs and pain points
- Conducting market research and analysis
- Competitive analysis

3: Ideation and Concept Development

- Generating and evaluating product ideas
- Creating product concepts
- Prioritizing product ideas

4: Product Planning and Roadmapping

- Creating a product roadmap
- Developing product requirements and specifications
- Defining product features and functionality

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5: Agile Product Development

- Introduction to agile product development methodologies
- Scrum and Kanban frameworks
- Sprint planning and execution

6: User Experience Design

- User-centered design principles
- Design thinking process
- Creating user personas and user stories

7: Product Metrics and Analytics

- Key performance indicators (KPIs) for products
- Analyzing product data and metrics
- Making data-driven product decisions

8: Product Launch and Marketing

- Launching a product
- Creating a go-to-market strategy
- Product positioning and messaging

9: Product Growth and Scaling

- Strategies for scaling a product
- Managing growth and scaling challenges
- Creating a product growth plan

10: Product Leadership and Team Management

- Leading and managing a product team
- Hiring and building a product team
- Effective communication and collaboration

11: Product Strategy and Vision

- Creating a product vision and strategy
- Developing a product roadmap
- Aligning product strategy with business goals

12: Product Management in Action

- Case studies and examples of successful product management
- Product management challenges and solutions
- Best practices and lessons learned



About us

At Techtan, we understand that the digital landscape is ever-evolving, and navigating it can be daunting. That's why we've created a tech hub designed to empower individuals with the skills and knowledge needed to thrive in today's digital era. We provide top-notch tech education in a clean, calm, and classy atmosphere. We believe that learning should be an enriching experience, which is why we've curated a team of expert instructors who are passionate about sharing their knowledge and guiding learners through their tech journey with personalized attention and support.

ADDRESS

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