1. Intro to Product Management
   1.1. Role of Product Manager
   1.2. Hard Skills of Product Manager
   1.3. Soft Skills of Product Manager
   1.4. Career Path of Product Manager
2. Building Product Vision and Strategy | 6 Weeks
   2.1. Design Thinking in Product Management
   2.2. Market Research
   2.3. User Research | Prod Vision and Strategy
   2.4. BMC(Business Model Canvas) and VPC(Value Proposition Canvas)
   2.5. Case Study-1
3. Designing and Building Product | 5 Weeks
   3.1. Ideation
   3.2. Design and Prototyping
   3.3. Usability Testing
   3.4. MVP(Minimum Viable Product)
4. Planning and Launching a Product | 5 Weeks
   4.1. Product Development
   4.2. Product Planning
   4.3. Go-to-Market Strategies
   4.4. Tech 101 for PMs
5. Measuring Product Success and Growth | 5 Weeks
   5.1. Product Analytics
   5.2. Product Experimentation
   5.3. Growth Strategies
   5.4. Case Study-2
6. Capstone Project | 4 Weeks
   6.1. Research, Conceptualize and Plan for the Development of Food Delivery Product
7. Cracking Product Mgmt Interviews: 1 Week

TOOLS COVERED:
1. Marvel
2. Google Analytics
3. Wireframe | CC
4. Jira
5. Whimsical
6. UXPressia
7. Miro
8. Mixpanel

SPECIALIZATIONS
1. **Growth in Product Management | 6 Weeks**
   1.1. Driving User Retention and Engagement Growth: Create user engagement and strategies to implement retention.

1.2. Activation and Resurrection Growth Strategies : Build activation and resurrection strategies for different products.

1.3. Strategies to Drive Acquisition and referral growth : Create strategies to acquire users with the product-led approach.

1.4. Monetisation Strategies : Build monetisation strategies based on user cohorts and product maturity.

1.5. Experimentation Techniques : Design, prioritize and run experiments to test hypotheses on different growth strategies.

2. **AI ML Solutions in Product Management**

2.1. AI Paradigms

2.1.1. Understand different AI Paradigms such as supervised and unsupervised learning, recommendation systems, reinforcement learning and deep learning. Differentiate between different ML techniques. Identify and assess the evaluation metrics for a given business problem Case studies (Bootcamp)

2.2. AI-ML Strategy

2.2.1. Understand the 5-step framework for building a strategy for an AI-ML driven product Build and evaluate an AI-ML strategy for solving business problems. Case studies (Bootcamp)

2.3. Data Foundations

2.3.1. Understand how data plays an important role in any AI-ML strategy and the challenges that come along with it Identify and analyze different data sources and derive features from them to solve a given business problem Case studies (Bootcamp)

2.4. Data Architecture

2.4.1. Learn tools and technologies available to build a robust data architecture for your AI-ML strategy

2.5. Capstone Project

3. **Digital Transformation**

3.1. Digital Transformation Deep Dive: Understand digital transformation and solve some use cases with the digital-led approach.

3.2. Digital Transformation Frameworks: Apply the digital transformation framework to effectively implement digital transformation.

3.3. Emerging Technologies to Drive digital transformations: Determine how various emerging technologies leverage transforming products and organizations digitally.

3.4. Design thinking for product managers: Implement design thinking to innovate better products.

3.5. Path from consultant to product managers : Understand the overlap between product consultant and product manager Determine the career path from getting into consulting to being a product manager.