

Week no.	Start Date	End Date	Course	Modules		Soft Skills	Resources	Skill Tests	Assignments	Live sessions/ Workshops/ Masterclass	Dates		SGC	Dates	Mentorship Calls	Week no.
Week 0	Thursday, June 30,	Wednesday, July 6,	Course 1: Building a Product Vision and Strategy	Introduction to the Program		Problem solving Skills		--	--	Welcome Webinar	3 July	all	--	--		Week 0
Week 1	Thursday, July 7,	Wednesday, July 13,		Design Thinking in Product Management	Design Thinking - BEL Case Study			--	--	Design Thinking and User-Centered Design - Duke Faculty (A.J)	10th July	AJ	--	--		Week 1
Week 2	Thursday, July 14,	Wednesday, July 20,		Understanding the Market	Guesstimates			--		Understanding the Market - The Innovation Ecosystem - Duke Faculty (A.J)	17th July	AJ	--	--		Week 2
Week 3	Thursday, July 21,	Wednesday, July 27,											SGC-I	23/24th July		Week 3
Week 4	Thursday, July 28,	Wednesday, August 3,						--		Guesstimates	30/31st July	Saketh Sabbineni				Week 4
Week 5	Thursday, August 4,	Wednesday, August 10,		Understanding the Users	Assignment: Understanding the Users			Aptitude/ Communication Test	Conducting Survey + Product Artifacts Case Study	Understanding the Users	6/7th Aug	Mayank Singh	SGC-II	6/7th Aug	Understanding Aspirations and Aligning Outc with mentorship calls should be one of t Switch to another role in same or anoth a promotion or salary hike, Performing t participate in Product management Con	Week 5
Week 6	Thursday, August 11,	Wednesday, August 17,		Product Vision & Strategy	Product Artefacts case study			--		Product Strategy	13/14th Aug	Mayank Singh			Understanding Aspirations and Aligning Outc with mentorship calls should be one of t Switch to another role in same or anoth a promotion or salary hike, Performing t participate in Product management Con	Week 6
Week 7	Thursday, August 18,	Wednesday, August 24,		Common PM Interview Questions Course-1 - Optional				Employability Test - I		Doubt resolution session	20/21st Aug	Anil Acharya	SGC-III	20/21st Aug	Understanding Aspirations and Aligning Outc with mentorship calls should be one of t Switch to another role in same or anoth a promotion or salary hike, Performing t participate in Product management Con	Week 7
Week 8	Thursday, August 25,	Wednesday, August 31,	Course 2: Designing and Building a Product	Ideation	--	Communication skills		End of Mentorship Call - I	--	Ideation Techniques and Exercises	28th Aug	Marisa			Understanding Aspirations and Aligning Outc with mentorship calls should be one of t Switch to another role in same or anoth a promotion or salary hike, Performing t participate in Product management Con	Week 8
Week 9	Thursday, September 1,	Wednesday, September 7,		Design & Prototyping	Sketch and Wireframe Assignment			--	Sketching and Wireframing	Product Design and Prototyping	10th/11th Sept	Siddhartha Roy	SGC-IV	3/4th Sept		Week 9
Week 10	Thursday, September 8,	Wednesday, September 14,		Usability Testing	Airbnb Case Study			--	--				SGC - V Mentorship Call and 1:1 Feedback	17/18th Sept		Week 10
Week 11	Thursday, September 15,	Wednesday, September 21,		Minimum Viable Product	--					Minimum Viable Product	24/25th Sept	Siddhartha Roy				Week 11
Week 12	Thursday, September 22,	Wednesday, September 28,		Capstone Project Part-I	Common PM Interview Questions Course-2 - Optional			Employability Test - II	Capstone Project Part-I	Doubt Resolution	8/9th Oct		SGC-VI	1/2nd Oct		Week 12
Week 13	Thursday, September 29,	Wednesday, October 5,														Week 13
Week 14	Thursday, October 6,	Wednesday, October 12,														Week 14
Week 15	Thursday, October 13,	Wednesday, October 19,	Course 3: Planning and Launching a Product	Product Development	Assignment - Product Development	Communication skills		--	Scrum Artefacts [1]	B2B Product Management	16th Oct		SGC-VII	15/16th Oct	Discussion on application funnel Mock interview her action plan to achieve the desired outc	Week 15
Week 16	Thursday, October 20,	Wednesday, October 26,						--		Product vision and roadmap	22/23 Oct	Ankit C.			Discussion on application funnel Mock interview her action plan to achieve the desired outc	Week 16
Week 17	Thursday, October 27,	Wednesday, November 2,		Product Planning	Assignment - Product Planning			--	Prioritization [2]				SGC-VIII	29/30th Oct	Discussion on application funnel Mock interview her action plan to achieve the desired outc	Week 17
Week 18	Thursday, November 3,	Wednesday, November 9,								Doubt Resolution Session	5/6th Nov				Discussion on application funnel Mock interview her action plan to achieve the desired outc	Week 18
Week 19	Thursday, November 10,	Wednesday, November 16,		Go to Market Strategy	Common PM Interview Questions Course-3 - Optional			Employability Test - III	--	Go-to-Market - Duke Faculty (A.J)	13th Nov	AJ	SGC-IX	12/13th Nov	Discussion on application funnel Mock interview her action plan to achieve the desired outc	Week 19
Week 20	Thursday, November 17,	Wednesday, November 23,	Course 4: Measuring Product Success and Growth	Product Analytics and Experimentation	--	Interview skills		--	Product Analytics [3]	Product Analytics	19/20th Nov	Saketh	SGC-X	26/27th Nov		Week 20
Week 21	Thursday, November 24,	Wednesday, November 30,		Product Analytics: A Deeper Dive	--			--	--	Product Experimentation	3/4th Dec	Eshan				Week 21
Week 22	Thursday, December 1,	Wednesday, December 7,						--		Growth Duke Session (Ronald)	10th Dec	Ronald	SGC-XI	10/11th Dec		Week 22
Week 23	Thursday, December 8,	Wednesday, December 14,		Growth Strategies	Growth Strategy Case Study			End of Mentorship Call - II	Growth Strategy Case Study [4]				SGC XII - Mentorship Call and 1:1 Feedback Part 2	17/18th December		Week 23
Week 24	Thursday, December 15,	Wednesday, December 21,														Week 24
Week 25	Thursday, December 22,	Wednesday, December 28,								Doubt Resolution Session	24/25th December		Comm SGC 1	24/25th December		Week 25
Week 26	Thursday, December 29,	Wednesday, January 4,		Capstone Project Part-II	Common PM Interview Questions Course-4 - Optional			Employability Test - IV	Capstone Project Part-II				Comm SGC 2	31stDec/1st Jan		Week 26

[1] epic user story

[2] uber pm

[3] identifying key metrics

[4] Red bus case study