

UPL PROSPECTOUS

early break even | best experience



2023

ABOUT COMPANY:

UNLIMITED POWER FULL LEARNING (UPL) aims to solve the challenges and minimize the gap between students with IT industries' expectations. This organization is built by a strong team who are having good academic and industry experience of more than two decades. The founder of this experience G.D. Mallikarjuna has 20+ plus started as a technologist having diverse experience in the education sector as Trainer and Developer.

VISION:

At UPL@SNIPE, we make the best experience in technology learning with career guidance for their life journey

MISSION:

Learn with Live experience and career values.

PROGRAMS OFFERED:

PROGRAMS	DURATION	AMOUNT + GST
CODING BOOT CAMP	4 TO 6 MONTHS	Rs.30000/-
CERTIFICATION COURSE	3 SEMESTERS 1 YEAR COURSE	Rs. 25000/- per semester Rs. 10000/- final semester
CAREER BRIDGE	3 MONTHS	Rs. 50000/-
INDUSTRY READINESS PROGRAM	3 MONTHS	Rs.20000/-

CAREER BRIDGE:

ABOUT THIS MODEL

- **Category:** Virtual Program
- **Target Audience:** Experienced
- **Duration:** 6 Months
- **Cost:** Rs. 50,000/Candidate
- **Course Coverage:** This is upskilled program. In this, 6-month weekend program to upskill for those people who are already in IT Industry. It covers best practices, coding design , documentation skill and along with technology. Mentors having 15 plus years of an industry experience will provide tips and guidance based on the career aspiration. all the programs, will be having Web development in Java fullstack, Data science, Devops, Automation Testing and Entrepreneurship.
- **Outcome:** Promotion & Upskill

COURSES ARE :

- 1.Scrum master certification
- 2.Product management
- 3.Delivery manager
- 4.Java technical manager
- 5.Net technical manager
- 6.Java Technical architect
- 7.Java Team lead
- 8.NET Team Lead
- 9.Project Management

PRODUCT MANAGEMENT

Product management courses provide training and knowledge necessary to understand the principles, techniques, and skills required to excel in product management roles. The content of these courses can vary depending on the specific program or training provider. However, here is a general outline of the topics commonly covered in a product management course:

UNIT_001 : INTRODUCTION TO PRODUCT MANAGEMENT: 03 HRS

Overview of product management roles and responsibilities
Understanding the importance of product management in driving business success
Key differences between product management and other roles (e.g., project management)

UNIT_002 : PRODUCT STRATEGY AND VISION: 03 HRS

Defining product vision and aligning it with company goals
Conducting market research and analysis to identify customer needs and trends
Creating a product strategy that outlines the roadmap and direction of the product

UNIT_003 : SCRUM EVENTS: 05 HRS

Techniques for identifying and validating market opportunities
Conducting user research and user interviews to understand customer needs
Utilizing techniques such as user personas and journey mapping

UNIT_004: PRODUCT PLANNING AND ROADMAPPING: 05 HRS

Creating and managing product roadmaps
Prioritizing features and defining Minimum Viable Products (MVPs)
Techniques for effective backlog management and prioritization (e.g., MoSCoW method, Kano model)

UNIT_005 : AGILE AND LEAN PRODUCT MANAGEMENT: **03 HRS**

Applying Agile methodologies (e.g., Scrum, Kanban) to product management

Lean principles and practices for efficient product development and delivery

Iterative and incremental product development approaches

UNIT_006 : USER EXPERIENCE (UX) DESIGN: **03 HRS**

Understanding the importance of user-centered design in product development

Collaborating with UX/UI designers and incorporating design thinking principles

Conducting usability testing and gathering user feedback for continuous improvement

UNIT_007 : STAKEHOLDER MANAGEMENT AND COMMUNICATION **05 HRS**

Techniques for identifying and validating market opportunities

Conducting user research and user interviews to understand customer needs

Utilizing techniques such as user personas and journey mapping

UNIT_008 : PRODUCT LAUNCH AND MARKETING: **05 HRS**

Strategies for successful product launches

Working with marketing teams to develop go-to-market plans

Pricing strategies and revenue models

UNIT_009 : METRICS AND ANALYTICS: **05 HRS**

Defining and tracking key performance indicators (KPIs)

Utilizing analytics tools to gather insights and make data-driven decisions

Monitoring product usage, customer feedback, and market trends

UNIT_010 : PRODUCT LIFECYCLE MANAGEMENT:

03 HRS

Managing products throughout their lifecycle (introduction, growth, maturity, decline)

Strategies for product extension, iteration, and retirement

Balancing maintenance and new feature development

UNIT_011 : CROSS-FUNCTIONAL COLLABORATION AND LEADERSHIP:

03 HRS

Collaborating with cross-functional teams (e.g., development, marketing, sales)

Techniques for effective leadership and influence without formal authority

Building and managing high-performing product teams

UNIT_012 : ETHICS AND RESPONSIBLE PRODUCT MANAGEMENT:

Considerations for ethical product management and responsible use of customer data

Incorporating privacy and security measures into product development

Social and environmental impact of products

LAB SET PRODUCT MANAGEMENT

LAB 1 : MARKET RESEARCH AND CUSTOMER ANALYSIS

- Conduct market research to identify customer needs, pain points, and market trends.
- Analyze customer demographics, behaviors, and preferences.
- Create customer personas to better understand target users.

LAB 2 : PRODUCT STRATEGY AND ROADMAPPING

- Define product vision, goals, and objectives.
- Develop a product roadmap outlining key features and milestones.
- Prioritize features and create a product backlog.

LAB 3 : USER STORY MAPPING AND REQUIREMENTS GATHERING

- Practice user story mapping to visualize the user journey and identify feature dependencies.
- Conduct user interviews or surveys to gather detailed requirements.
- Write user stories with clear acceptance criteria.

LAB 4 : PRODUCT DESIGN AND USER EXPERIENCE

- Create wireframes or prototypes using design tools.
- Conduct usability testing to gather feedback and iterate on designs.
- Work with UX/UI designers to create intuitive and user-friendly interfaces.

LAB 5 : PRODUCT DEVELOPMENT AND AGILE PRACTICES

- Collaborate with development teams to implement features.
- Practice Agile methodologies like Scrum or Kanban for project management.
- Participate in Sprint Planning, Daily Standups, and Sprint Reviews.

LAB 6 : PRODUCT LAUNCH AND GO-TO-MARKET STRATEGY

- Develop a product launch plan and marketing strategy.
- Create product messaging, positioning, and value proposition.
- Coordinate with cross-functional teams for successful product launches.

LAB 7 : PRODUCT ANALYTICS AND METRICS

- Define key performance indicators (KPIs) to measure product success.
- Implement product analytics tools to track user engagement and behavior.
- Analyze data to gain insights and make data-driven decisions.

LAB 8 : CUSTOMER FEEDBACK AND ITERATIVE IMPROVEMENT

- Establish feedback channels to collect user feedback and suggestions.
- Prioritize and address customer feedback through product iterations.
- Continuously monitor and improve the product based on user insights.

LAB 9 : COMPETITIVE ANALYSIS AND MARKET INTELLIGENCE

- Conduct competitive analysis to understand market landscape and positioning.
- Track industry trends, emerging technologies, and competitor strategies.
- Identify opportunities for differentiation and market expansion.

LAB 10 : PRODUCT LIFECYCLE MANAGEMENT

- Plan and execute product enhancements, updates, and versioning.
- Make informed decisions on product maintenance, sunseting, or retirement.
- Develop strategies for upselling, cross-selling, and customer retention.



THANK YOU

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