

Course Syllabus

Welcome to this product management course, focusing on stakeholder collaboration. In this 5-week course, you can expect to spend approximately 2-3 hours per module.

Course Outline

Module 1: Product Management Communication and Collaboration Fundamentals

- Lesson 1: Effective Collaboration and Stakeholder Engagement
- Lesson 2: Communication Skill Inventory
- Lesson 3: Module Summary and Assessment

Module 2: Business Development and the Product Manager

- Lesson 1: Product Levels and Market Segmentation
- Lesson 2: Product Management Business Development and Strategy
- Lesson 3: Module Summary and Assessment

Module 3: Driving Strategy and Innovation

- Lesson 1: Innovation and Ideation
- Lesson 2: Analytical and General Management Skill Requirements
- Lesson 3: Module Summary and Assessment

Module 4: Understanding Communication Styles

- Lesson 1: Communication Challenges and Styles
- Lesson 2: Communication Styles and the Team
- Lesson 3: Module Summary and Assessment

Module 5: Course Summary and Final Assessment

- Lesson 1: Final Assessment
- Lesson 2: Course Wrap Up