



Introduction to Product Management

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Course Outline

Module 1: Understanding Product Management

- What is Product Management?
- History and Evolution of Product Management
- Types of Product Managers
- Product Management vs Project Management

Module 2: The Role of a Product Manager

- Core Responsibilities
- Skills Required
- Stakeholders and Cross-functional Teams
- Day in the Life of a PM

Module 3: Product Lifecycle

- Idea Generation
- Product Discovery
- Product Growth
- Product Maturity
- Product Retirement

Module 4: Product Idea

- Finding problems
- Assumption Mapping
- Validation

Module 5: Empathy

- Customer Problem template.
- Customer-centered thinking

Module 6: Product Management tools

- PM Tools
- Intro to Product Requirement Documents (PRD)

