



Student Course Syllabus

Product Management

**Pm**

**Elevate**

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Academy **X<sup>i</sup>**

# Academy Xi History

Technology is rapidly evolving and as a result, employers are experiencing shortages of talent and skills. From I.T to finance and design to marketing, the demand for design and technology skills is evident in industries around the world. Traditional education models are unable to support the rate of technological change and the disciplines they teach fail to meet industry demand.

Our curriculum is continually changing – we teach current and in-demand skills to transform individuals and progress their careers. We're evolving with the industry, which gives us the flexibility to remain relevant and integrate new learnings about emerging markets.



The name Academy Xi\* emerged from 100 percent commitment and personal responsibility to improve the world around us. We're first and foremost an education company, driven by a purpose to bring our students to life. We teach our students the skills and techniques that will empower them to create their own waves of change.

The "Xi" logomark has a deliberate, mathematical structure. "X" is a variable in mathematics. In our context, this is a problem that needs to be solved. When we attach the "i" component to the "X," this is the power of "i" – my personal responsibility and my commitment to solving this problem. Therefore, together, "Xi" is me taking responsibility to not only identify problems in the world but become part of the solution.

# What you'll Learn

## Introduction to Product Management

Learn the fundamentals of Product Management including the product life cycle, and the role of companies, customers, markets, and metrics. Uncover the objectives of a product manager and what the role entails.

## Product, Strategy, and Process

Identify your product vision and build a roadmap by validating your product market fit. You'll do this through creating and testing a Minimum Viable Product (MVP).

## Business Models

Explore various types of business models to determine the one that best suits your product. To determine this, you'll create your own Business Model Canvas (BMC) and manage your P & L, because without money, there's no product!

## Product Discovery & User Experience

Develop user personas – who is your product speaking to and what problem does it solve? By understanding key UX principles of storyboarding, wireframing, and prototyping, you'll test your prototypes according to a product experience map.

## Metric Development

Identify, track, and measure your key product metrics. As the saying goes: "What can be measured can be managed." By establishing an optimal conversion funnel, learn growth hacking techniques to expand your product's reach.

## **Analytic Development**

Uncover the right analytical tools and measurement practices to set up your analytics. Establish measurement practices to ensure you always know you're on top of your product's performance.

## **Managing Products & Projects**

Get a taste of Agile project management and learn how to prioritise, create, and evaluate your product development sprints.

## **Pricing, Financial Modelling & Product Marketing**

Step into the basics of financial modelling and understand how to forecast demand and revenue for your product. At this point, you'll also be guided through the fundamentals of Product Marketing to help launch your product.

## **Managing Digital Products**

Make sense of the ins and outs of APIs and web applications, and what it means to develop a product within your very own technology stack. Effectively manage your development team and become equipped with developing and managing digital products.

## **Presentations and Next Steps**

Now that you've developed, tested, and created your own product, it's time to launch! Get prepared with the expertise and confidence to pitch your idea. Explore employment opportunities and the next steps in your journey as a Product Manager

# Learning Outcomes

## Product Knowledge



- Understand the fundamentals of Product Management
- Understand the end-to-end product development process and learn how to iterate on ideas
- Understand how to build a financially viable product through financial modelling and forecast demand
- Understand UX principles around Product Management
- Understand key metrics and analytics to validate, learn, and measure your product

## Hands-on



- Strategise, test, and build a successful product prototype
- Create and validate a product business model
- Create a final pitch deck to present your product

# Ready to change the world?

Someone must do it, so why not you?

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