

› Self-paced



Product Management: **Elevate**

Built with industry experts from:

Deloitte. **pwc** **myob**

Academy Xi: Our story

Hello and welcome to Academy Xi!

Our mission is to transform the world through education by empowering a community of changemakers with the knowledge and skills to create their own positive waves of innovation.

Academy Xi is our answer to the insatiable demand for design and technology capabilities across all industries. We run short, practical and industry relevant courses in **Human-Centred Design, Business & Marketing, and Tech & Data.**

Designed and taught by passionate industry experts, our courses empower people with the skills and confidence to stay ahead of the industry curve, build a future-ready career and transform their lives.



What is Product Management?

The organisational function responsible for a product's overall success is known as Product Management.

Product Managers are at the junction of all individuals, teams and stakeholders involved in the lifecycle of the product. Some of the teams they work closely with include engineering, user experience, marketing and customer service. Every stage from ideation to delivery is driven by the Product Manager, always keeping the customer needs front and centre.

Whether improving an existing product, or bringing new ideas to life, the Product Manager role is extremely collaborative.

A vital component of any organisation's success, Product Managers need to be great communicators with strong leadership qualities to excel.

A Product Manager will:

- Understand what customers truly need by conducting market research and analysis, and champion the voice of the customer in the business
- Align a company's objectives with market needs
- Identify and mitigate market risks
- Develop a product strategy that aligns with the company vision and goals, get stakeholder buy in and manage execution to bring the plan into reality
- Future-proof the business by continually working on the 'next big thing'

Why choose this course?

Digital transformation across all industries has resulted in a steep rise in companies investing in tech to get ahead. With more products being built than ever before, the need for Product Managers is growing rapidly.

Amongst the highest paid roles in tech across Australia and the United States¹, the current average Product Manager salary comes in at \$117,849.² It's a more challenging role to fill due to the diverse skills and capabilities required and has **one of the fastest growing skills gaps in Australia.**³

Recognising the demand from employers, we designed this course with leading Product Management experts to bring you the most current, industry-aligned content. This advanced course teaches you vital skills needed in the day-to-day job—through the lens of both product strategy and management.

If you're looking to excel in the exciting and in-demand world of Product Management, this is the course for you.

Elevate your career with practical skills by:

- Analysing existing products and discovering ways to improve them
- Creating a product vision and high-level roadmap
- Creating a product backlog using industry software, Jira
- Managing an Agile Sprint via a simulation
- Developing a go-to-market strategy
- Building a strategy for a new product of your choice, and much more.

¹ [Hired \(2017\), State of Global Tech Salaries](#)

² [Indeed \(2021\), Product Manager Salaries](#)

³ [StartupAus \(2018\), Talent Gap Report](#)

COURSE SNAPSHOT:



METHOD OF STUDY

100% online

Self-paced, independent study

Feedback & support



TIME COMMITMENT

6-month access

Approximately 60–80 hours



COURSE CONTENT

10 modules including Product Vision & Strategy, Design & Development, Product Marketing, Financial Literacy & more



COURSE OUTCOMES

- Immediately applicable practical skills
- Expertise in product strategy + management
- An executable strategy for a new product of your choice
- Practical improvements to real products
- Jira training specific to product managers
- An Industry-recognised digital credential



ASSUMED KNOWLEDGE

- Experience working within a digital team
- Familiarity in basic Human-Centred Design, and lean/Agile ways of working
- Pre-readings are available for students with no digital background

Why study with us?



DESIGNED FOR DIGITAL PROFESSIONALS

With you having prior experience of working in a digital team, we are able to move beyond the basics and deep dive into higher-value Product Management content, allowing you to level up your knowledge.



CO-CREATED WITH INDUSTRY

This course was built in-house by experienced learning designers, with inputs from industry experts working at companies including MYOB, PwC Digital, Deloitte and more. We regularly update our content so what you'll learn is always relevant and lets you stay ahead of the curve.



REAL-WORLD, FRONT & CENTRE

This course puts experiences and challenges of actual Product Managers in the spotlight. Hear first-hand anecdotes, battle stories, case studies and tips from the frontlines of the industry.



DUAL FOCUS: STRATEGY + MANAGEMENT

A unique aspect of this course is the dual focus on both strategy and management, through 2 separate projects. Develop your management skills by solving real-world people problems in a real-world scenario project. You'll also hone your strategic skills through the scenario project, and then be given the chance to let them loose on a project of your own choosing.



IMPROVE AN EXISTING PRODUCT

You'll receive a detailed scenario and accompanying assets and data, with the goal of improving an existing product. Put your new strategy and management skills into practice and demonstrate the importance of continual product improvement.



CREATE YOUR OWN DIGITAL PRODUCT

Get the opportunity to devise a strategy for your very own digital product. You can work on a potential product for your organisation, or simply something you're passionate about. You'll graduate with a comprehensive strategy, ready for execution. It's also a great way to showcase your skills to potential employers.



LEARN BY DOING

Put theory into practice with activities in each module, from undertaking customer research and analysing usage data of real-life products to setting up a product backlog in Jira and creating user stories.



LEADERSHIP & POWERS OF PERSUASION

Product Managers often 'get things done' using a range of soft skills, rather than via hierarchical power from their position. Apply your communication, collaboration and negotiation skills to manage a team and project, sell a vision, and influence others to achieve the best outcome.



INDUSTRY-RECOGNISED CERTIFICATE

Receive a Certificate of Completion as an official recognition of your competencies and practical skills in Product Management. As our courses are trusted by industry leaders, leading organisations and recruiters all around Australia, adding this credential to your CV or LinkedIn profile can boost your employability.



ALUMNI BENEFITS

Get access to our alumni-exclusive events and Slack channel with job offers, career guidance and networking opportunities. Receive discounts on your future Academy Xi courses and a credit when you refer a friend.



FLEXIBLE AND SELF-PACED

With 6 months access, you can learn at your own pace and fit learning into your busy lifestyle. The speed at which you tackle the content is up to you. Spread your learning out over the whole six months, or finish it in a few weeks – the choice is yours.



CUSTOM LEARNING PLATFORM

Absorb course content on our slick and easy learning platform powered by NovoEd. The content is designed to read like a story, encouraging a seamless learning experience. There's also an app to make learning on the go super convenient and accessible 24/7.



ONLINE BUT NEVER ALONE

Though you'll study in your own time, this course facilitates social learning through discussions, peer feedback, and exposure to the work and ideas of other students. You'll also never feel alone, as you chat with other students and enjoy a variety of touchpoints with support staff and a subject matter expert.



LEARN FROM THE EXPERTS

Get personalised feedback about your work from an Xi Expert, who is a subject matter expert in their field. Book up to twelve 1:1 sessions to discuss course material, consult about project decisions and ask questions. You'll also have access to your Xi Expert via a dedicated Slack channel.



SUPERIOR SUPPORT

Get all the support you need, even as you progress through the course at your own pace. Your Study Coach acts like a concierge, and is here to help you plan your study, motivate you and answer any general operational or administrative questions.

What you'll learn

This course will equip you with the skills and knowledge required to successfully perform the multifaceted role of a Product Manager.

Learning resources include:

- Platform based written content with multimedia elements
- In-house video content
- Real-world case study and data
- Project assessments
- Links to additional resources

Your learning will be supported by practical activities throughout the course, so you can put theory into practice right away.



IDENTIFYING OPPORTUNITIES

Investigate the first stage of any successful product – identifying and analysing opportunities. This includes strategically understanding the organisation, its goals and objectives and where it fits in the marketplace. You'll also delve into analysing existing products, finding opportunities for improvement and understanding what makes a great product.

MODULE 1

TOPICS

- » Who are you?
- » What are you trying to do?
- » Where do you fit?
- » Analysing existing products
- » Creating great products
- » Opportunity hypothesis

LEARNING ACTIVITIES

- » Strategically understand the organisation
- » Analyse existing products and customer data
- » Create an opportunity hypothesis

PRODUCT VISION & STRATEGY

Examine methods of validating your opportunity hypothesis from module 1, along with working to define and communicate your product vision, product requirements and high-level strategy.

MODULE 2

TOPICS

- » Basic user research
- » Personas & journey maps
- » User scenarios
- » Financial modelling
- » Analysing risk
- » Defining product requirements

LEARNING ACTIVITIES

- » Create a basic lean canvas
- » Validate your opportunity hypothesis
- » Define objectives/KPIs
- » Create a product vision & high-level roadmap

PRODUCT DESIGN

Explore how products are designed using Human-Centred Design (HCD) principles. Specifically, you will go through the process of a Google Design Sprint (Understand, Define, Sketch, Decide, Prototype, Validate).

MODULE 3

TOPICS

- » Designing Digital Products
- » Design Roles and Processes
- » Defining Product Requirements
- » The Customer Journey
- » User Scenarios
- » Google Design Sprints
- » UX and Usability
- » Low Fidelity Concepts & Wireframes

LEARNING ACTIVITIES

- » Create a 'lean' product requirement document (PRD)
- » Simulate a micro design sprint
- » Create a customer journey & user scenarios
- » Create basic product wireframes

AGILE SPRINT PLANNING

The first of a 2-module section centred around product development in a digital team, you will look at applying the Agile Scrum methodology to product development and use Jira to create roadmaps, product backlogs and sprint boards.

MODULE 4

TOPICS

- » Developing digital products
- » Product Development methodologies
- » Building an MVP
- » Using Jira
- » The Backlog, Prioritisation and Refinement

LEARNING ACTIVITIES

- » Create a delivery plan
- » Design a roadmap & product backlog in Jira

WORKING IN AGILE SCRUM

The second of the 2-module section centred around product development, you will focus on working with remote and on-site tech teams, technical literacy & concepts for product managers, along with the quality assurance (QA) and deployment process.

MODULE 5

TOPICS

- » Working with Tech teams and Remote teams
- » Tech concepts for product managers
- » Backlog prioritisation & refinement
- » Quality Assurance (QA)
- » User Acceptance Testing (UAT)
- » Retrospectives & release
- » Deployment

LEARNING ACTIVITIES

- » Complete an Agile Sprint simulation challenge

PRODUCT MARKETING 101

This module is centred around digital marketing concepts that a Product Manager needs to know. This includes developing your strategy for messaging, channels, audience, and content.

MODULE 6

TOPICS

- » Marketing funnels
- » Marketing channels
- » Messaging strategy
- » Content creation
- » Landing pages

LEARNING ACTIVITIES

- » Create a product-focussed blog post



LAUNCH!

In Module 7 we will look at Go-to-Market strategies and tactics throughout the product development process.

MODULE 7

TOPICS

- » Alpha and Beta launches
 - › Marketing /promotional activities
 - › Data collection
- » Product launches

LEARNING ACTIVITIES

- » Create a resource for your support team to assist with product launch

PRODUCT STRATEGY - A DEEPER DIVE

Circling back to modules 2 & 3 with a deeper focus on more advanced topics. You will be applying your strategic knowledge to ideating new products rather than iterating and improving on existing ones.

MODULE 8

TOPICS

- » Investigating market trends & gaps
- » Generative & evaluative research
- » Using psychological understanding in research

LEARNING ACTIVITIES

- » View an extended strategic case study analysis video
- » Complete initial research for a new product of your choice

FINANCIAL LITERACY FOR PMs

Time to cover a number of financial and quantitative concepts that are relevant to Product Managers. Watch an extended video from a lead PM to brush up your financial acumen.

MODULE 9

TOPICS

- » Financial modelling
- » Managing budgets
- » General financial literacy

LEARNING ACTIVITIES

- » Continue with the strategy development for your new product

PRODUCT STORYTELLING: LEADERSHIP & PERSUASION

Learn how to lead and influence stakeholders to ensure your product is set up for success. Tapping into emotional intelligence and leveraging powers of persuasion are often how you will get things done, rather than via direct hierarchical power from your position.

MODULE 10

TOPICS

- » Leadership skills
- » Cross-team collaboration
- » Stakeholder management
- » Product Storytelling
- » Presentation Skills
- » How to future-proof yourself as a Product Manager
- » How to land a Product Manager job

LEARNING ACTIVITIES

- » Prepare and submit a presentation about your strategy & new product

Please note some topics and activities are subject to change, based on continuous improvements suggested by our industry expert consultants.



Learning outcomes

In this course you'll get a solid understanding of Product Management processes and put them into practice through a variety of activities.

On completion of this course, you'll be able to:

- Identify strategic opportunities to develop market-leading digital products or improve existing ones
- Create and iterate a product vision and roadmap to inspire and drive collaboration
- Manage the design of innovative digital products using human-centred design principles
- Execute on the product strategy using Agile and lean ways of working
- Lead cross-functional teams and collaborate with customers and stakeholders to build desirable, viable and feasible products
- Manage and improve products throughout their lifecycle based on data-driven insights

Who this course is for

This course is designed for ambitious students, ideally with existing experience and knowledge from working in digital team environments. If you're looking to study flexibly online at your own pace and develop your **Product Management** skills, then this is the course for you.

Our **Product Management: Elevate** course is ideal for a variety of professionals, including:

- Product Managers who were never formally trained and would like to fill knowledge gaps
- Traditional Product Managers looking to get up to date with the latest digital product management terminology, processes and cloud-based tools

- Junior or Associate Product Managers seeking a promotion
- Product or digital team members (product owners, developers, UX or SD designers) looking to gain strategic skills to step up into a PM role
- Entrepreneurs wanting to develop and/or launch their own digital products.

Assessment

Our graduates are recognised by the industry to possess the essential skills expected of a Product Manager. The primary method of assessment is project work. This course includes two assessment projects.

The first project will see you working through a challenge to improve upon an existing product. Specifically designed to reflect the real-world role of most Product Managers, you will be provided with assets, detailed scenarios and data.

The second project provides you with the opportunity to develop a strategy for a digital product of your choosing. This could be a product you're particularly passionate about, or a potential product for your existing workplace. This project results in you having a product strategy that's ready to execute.

To prepare for the assessments, you should complete all the activities and tasks throughout the course and test your knowledge through multiple choice quizzes.

At different points in the course, you'll submit your assessment projects for marking. At the end of the course, you'll also submit your final presentation via a video recording. Your course expert will mark your work and provide structured feedback of where you went well, and ways you could improve in the future.

Course timeframe

You'll get six months access to the course content from the time of enrolment. As this course is self paced, you can choose to pace out your learning over the full six months, or finish it in a few weeks - the choice is yours.

Your course will take approximately 60-80 hours to complete. This includes getting through the learning materials, completing the course activities, developing your personal project and participating in feedback sessions with your course expert.

Next steps

GET IN TOUCH

Speak to one of our Course Advisors to clear up any questions:

admissions@academyxi.com

1300 098 165

Support and feedback

Our Tribe will support you from enrolment to graduation, helping you achieve your goals every step of the way:

- **Your Study Coach:** Your go-to for any general operational or administrative questions, plus your personal cheerleader and motivator-in-chief!
- **Your Course Expert:** You'll get personalised feedback from your course expert at regular checkpoints in your course, as and when you reach them. This helps you stay accountable and provides scope for improvement.

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