skillcubator
learn and lead

Product Management Training and Placement Program

COURSE DETAILS DOCUMENT

LIVE Live - Online   In-person   Private Team Training

Prerequisites

- Basic computing skills (MS Office like Word, Excel and PowerPoint).
- Decent communication skills (verbal and writing in English).
- Comfortable talking to people.
- Normal analytical skills.
- Familiarity with business strategy, customer experience, or operations is helpful.
- Curiosity about how products are built, launched, and improved.
- No need for a technical background, but technical curiosity is a plus.
- Ability to work with cross-functional teams, ask questions, and analyze customer needs.

[Please Note: This course is designed for career changers, early-career professionals, and anyone looking to transition into product roles. No prior product management experience is required]

In today's rapidly evolving digital landscape, companies across industries are seeking skilled Product Managers who can blend business acumen, user empathy, and technical understanding to drive product success. Whether it's launching a new feature, improving user experience, or aligning cross-functional teams, the role of a Product Manager has become central to innovation and growth. However, many aspiring professionals lack structured training or real-world exposure to the tools, processes, and decision-making frameworks used in product management roles.

Skillcubator's Product Management Training and Placement Program is designed to bridge this gap by offering a comprehensive, industry-relevant curriculum that combines theoretical learning with hands-on product case studies and mentorship. The program caters to both career changers and early professionals, equipping them with the skills, tools, and confidence required to lead product initiatives and excel in product management domain. With focused career coaching and placement support, Skillcubator ensures every trainee is well-positioned for success in the competitive product management job market.

Is This Program Right for You?

- You are a career changer looking to break into the field of product management from roles like business analysis, marketing, UX design, software development, or operations.
- You are currently in a cross-functional or tech-adjacent role and want to transition into a full-time product management position.
- You are an entrepreneur or startup founder seeking to sharpen your product thinking, customer validation, and roadmap planning skills.
- You have a strong interest in solving problems, understanding users, working with cross-functional teams, and delivering products that matter.

Course Objective:

The objective of the Product Management Training and Placement Program at Skillcubator is to equip aspiring product professionals with practical skills, strategic mindset, and real-world tools required to succeed in product management roles across diverse industries. The key focus will be on understanding the core principles of product management including product strategy, market research, UX, agile development, and go-to-market planning, with hands-on projects and interview preparation to ensure industry readiness.

The program is designed to help learners:

- Understand the full product lifecycle, from idea generation and user research to MVP development, launch, and iteration.
- Develop strong capabilities in product strategy, roadmap planning, stakeholder communication, and data-driven decision-making.
- Gain hands-on experience through real-world case studies, product artifacts, and capstone projects that simulate industry expectations.
- Learn to work in agile product teams, collaborating effectively with engineering, design, marketing, and business units.
- Prepare for the job market with resume building, portfolio development, mock interviews, and personalized placement support.
- By the end of the program, participants will be job-ready, confident in managing the end-to-end product development process, and equipped to contribute immediate value as product managers or associate product managers.

Course Outline

Module 1

1. **Introduction to Product Management**
   1.1. What is Product Management?
   1.2. The Role of a Product Manager (PM) vs Project Manager vs Business Analyst.
   1.3. Types of Product Managers (Consumer, Enterprise, Technical, Growth PMs).
   1.4. Product Development Lifecycle: Idea to Iteration
   1.5. PM Career Paths: Startups, Scaleups, Enterprises.

Module 2

2. **Product Discovery & Market Research**
   2.1. Identifying Internal and External Stakeholders. Creating Stakeholder Matrix Chart and RACI.
   2.2. Understanding Problem and conducting Root Cause Analysis (RCA).
   2.3. Defining the problem statement.
   2.4. Customer Interviews & Building User Personas.
   2.5. Competitor Analysis, SWOT analysis and Benchmarking.
   2.6. Market Trends, TAM/SAM/SOM Analysis and Opportunity Sizing.
   2.7. Jobs To Be Done (JTBD) Framework.
   2.8. Hypothesis Testing: Driven Discovery and Validation.

Module 3

3. **Product Strategy and Roadmap**
   3.1. Crafting Product Vision and Mission Statements.
   3.2. Aligning Product Strategy with Business Objectives.
   3.3. Goal Setting using OKRs.
   3.4. Prioritization Frameworks: RICE, MoSCoW, Kano, Value vs Effort.
   3.5. Building and Managing a Product Roadmap.
   3.6. Adapting Strategy Based on Feedback and Metrics.
   3.7. Aligning Strategy with Stakeholders.

Module 4

4. **Agile Product Development**
   4.1. Agile vs Waterfall Methodology: When and Why.
   4.2. Scrum, Kanban and Lean Methodologies.
   4.3. Defining and Creating MVP (Minimum Viable Product).
   4.4. Writing Effective User Stories and Epics.
   4.5. Managing Product Backlogs and Sprints.
   4.6. Collaborating with Engineering, Design & QA Teams.
   4.7. Working in Distributed or Cross-Functional Teams.

Module 5

5. UX Experience & Design Collaboration

    5.1. UX vs UI: What PMs Need to Know.

    5.2. Wireframes and Prototyping Tools (Figma, Balsamiq and Miro).

    5.3. Usability Testing and Heuristics.

    5.4. Accessibility Principles and Inclusive Design.

    5.5. Running Design Sprints (Inspired by Google Ventures).

    5.6. Collaborating with Designers: Feedback Loops and Handoff.

Module 6

6. Data-Fluency For Product Managers

    6.1. Product Metrics that Matter: DAU, MAU, Retention, Churn, LTV, CAC.

    6.2. Funnel Analysis, Cohort Analysis, and Retention Curves.

    6.3. Introduction to A/B Testing and Experimentation Design.

    6.4. Basics of SQL for PMs and Querying Data From Database.

    6.5. Creating Dashboards with Excel, Google Sheets, or Power BI.

    6.6. Working with Data Analysts and SQL Basics for PMs.

Module 7

7. Product Launch and Go-To-Market Strategy

    7.1. Planning and Executing a Product Launch.

    7.2. Creating a Go-To-Market (GTM) Strategy.

    7.3. Product Positioning, Messaging and Value Proposition.

    7.4. Pricing Models and Monetization Strategies.

    7.5. Coordinating with Marketing, Sales, and Customer Success Teams.

    7.6. Launch Checklist, Internal Enablement, and Training.

    7.7. Post-Launch Monitoring and Iteration Planning.

Module 8

8. Stakeholder Management and Communication

    8.1. Managing Internal Stakeholders: Engineering, Sales, Design, QA.

    8.2. Managing External Stakeholders: Customers, Vendors, Partners.

    8.3. Running Product Reviews, Sprint Demos and Standups Effectively.

    8.4. Building Influence without Authority.

    8.5. Communicating Product Decisions with Clarity.

    8.6. Navigating Conflicting Priorities and Trade-offs.

    8.7. Product Demos and Presentations.

    8.8. Collaboration Across Product, Engineering, Sales, Legal and Operations Teams.

9. **Capstone Product Case Study**

    9.1. Define a Real-World Problem Statement and Target Audience.

    9.2. Conduct Discovery and Market Research.

    9.3. Design MVP and Prioritized Features.

    9.4. Create a Roadmap and Go-To-Market (GTM) Plan.

    9.5. Create User Stories, Prototypes and Launch Metrics.

    9.6. Present a Final Product Pitch to Mentors/Peers.

    9.7. Receive Feedback From Product Leaders.

Features

- Real-time interactive classes led by experienced Product Managers.
- Work on real-world scenarios to build practical product skills and a portfolio.
- Learn how to define vision, prioritize features, and create product roadmaps.
- IIBA Endorsed Education Provider.
- Exposure to Agile and Scrum Frameworks.
- Includes mock interviews, behavioral training, and product case interview coaching.
- Lifetime Access to Course Materials and Recordings.
- Earn 40 PDUs/CDUs from IIBA.
- Portfolio Development (Case Studies, Product Artifacts)
- Plenty of case studies, In-Class exercises, quizzes, and take-home assignments.
- 10 Plus Industry-Standard tools.
- One-on-One Mentorship, Career Coaching and Job Referrals with Product Managers from Fortune 500 companies like Microsoft, Meta, PayPal etc.
- Personalized Resume, LinkedIn Profile makeover and Cover Letter to make profiles PM-focused and recruiter-ready.
- Evening and weekend classes designed for working professionals.
- Comprehensive Capstone project.
- Experiential learning through case studies.

Software/Tools Used for this training

- Product Management Tools: Jira, Confluence, Trello, Productboard.
- Collaboration Tools: Slack, Miro, Figma, Notion.
- Product Roadmap and Planning Tools: Aha!, Gantter, Microsoft Project, Productboard.

- Feedback & Survey Tools: Typeform, Google Forms.
- UX/UI Tools: Figma, Balsamiq.
- Analytics: Google Analytics, Excel, Power BI.

This course will be taught by Product Managers from top tech companies like Microsoft, Facebook, Netflix, Google, Amazon etc.

Duration	Fees
Weekend Batch • 9 weeks (Monday, Tuesday, and Thursday from 8:00 PM EST to 10:00 PM EST). • Core Training Hours: 50 hours. **Weekday Batch** • 9 weekends (Saturday and Sunday from 09:00 AM EST to 12:00 PM EST). • Core Training Hours: 50 hours.	1500 USD + 5.3% Sales Tax