



Product Management Course

Remote | Part Time





Course Overview

Product management is a relatively “young” discipline. Born out of Silicon Valley and Agile, it has grown tremendously in the last few years. This course is about understanding what product management is. You will go through the whole cycle of becoming a good product manager, and learn how to effectively bring new products and experiences to market.

- ❑ 100 hours
 - ❑ 10 weeks part-time
 - ❑ Flexible Learning Environment
 - ❑ 100% hands-on
 - ❑ Career Development
 - ❑ Women-only-environment
 - ❑ International Community
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Index

Flexible Learning Environment	page_04
Who is this for	page_05
Learning Objectives	page_06
Professional Objectives	page_07
Skills Building	page_08
Knowledge Blocks	page_10
Course structure	page_12
Career development	page_17
How you will learn with us	Page_18
Take the next step	page_20
Dates & Tuition Fee	page_21



Flexible Learning Environment

Remote Learning makes more sense than ever as tech companies are global and very often teams are delocalized in order to have access to the best talent. Learning remotely is a very valuable experience and good practice for the new remote status quo.

Join us on campus if you want to, whenever you want to! Enjoy our Flexible Learning Environment, online or with us in sunny Barcelona.

Remote Methodologies

- Day Zero: to introduce you to the complete remote methodology, meet your instructor, and your peers.
- Stand up: to share your current status, blocks, and next steps.
- Group Q&A: to solve any doubts from the last session.
- Individual Mentorship: with your instructor via hangouts and/or slack.
- Daily masterclass by your instructor.
- Recorded Classes.
- Weekly retrospective.

Remote Tools

- Slack: for instant and fluid communication.
- Hangouts Meet: for professional video-conference and recording.
- Miro: for collaborative mind maps and brainstorming.
- Mural: for digital whiteboard.
- Classroom: for content, calendar, and assignments in the cloud.



Who is this for

This course is aimed at any women interested and/or already working in tech, with a **passion for creating solutions to customer problems**. Such as Business analysts, programmers, project managers. You don't specifically need a technical background to become a product manager.

Career Boosters: Women who are established in their professional career and want to add-on product management skills and tools.

Career changers: For women hesitating about a career change, this class is an entry door to the role of a professional Product Manager and to become one.

Entrepreneurs: Women who run their own venture or have an entrepreneurial mindset and want to minimize the risk of failing. Understanding your product and its phases for successful development and growth.

Requirements: This course is meant for women with some knowledge or understanding of the tech and digital world. Your background can be diverse, as is the project management field. If you have no prior experience at all, please let us know in your submission application and we will assess it on a case-by-case basis. A personal interview is required for all applicants as a part of the admission process.

Learning Objectives

The objective of this bootcamp is develop a base understanding of what a product manager does and how product management helps organizations succeed.

Learning Objectives

- ❑ Understand the product role and the mindset needed to succeed as a product organization.
- ❑ From inception to delivery, understand what is needed to deliver a successful product.
- ❑ Learn about the importance of product market fit, prioritisation and other frameworks.
- ❑ Get familiar with typical product management tools and the proper framework and methodology for product development per sector.

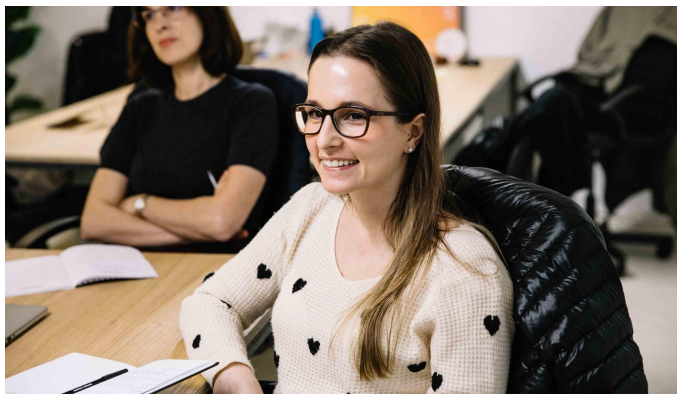


Professional Objectives

You should expect to learn and develop this knowledge together with a community of like-minded women who, like you, feel passionate about bringing new products and experiences to market. We will be simulating real life examples and exercises from the day-to-day of a product manager.

Personal and Professional Objectives

- ❑ Learn how to be the bridge between technology, design and business.
- ❑ Improve your communication and negotiation skills becoming the "CEO" of your product.
- ❑ Explore the option to shift careers by understanding what product managers do.
- ❑ Defend your own MVP and product roadmap in front of experienced product leaders.

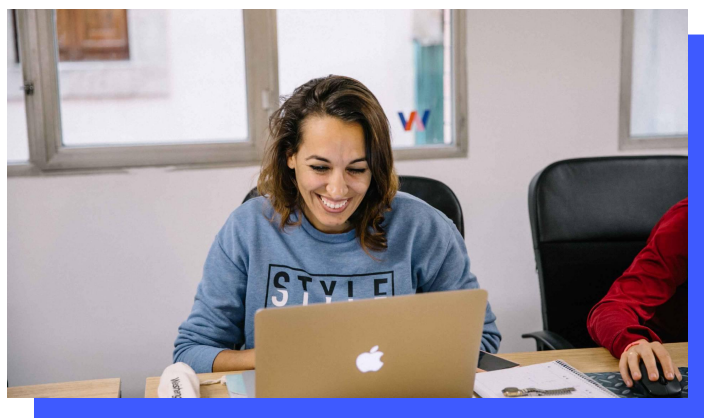




Skills Building

We use a matrix based on 20 years work of many Product Management teams in large scale global enterprises as well as medium and smaller teams in technology, finance, scientific and other sectors.

- ❑ **Knowledge:** Target Market, Market Needs, Product, Technical and Competitive Knowledge.
- ❑ **Commercial Acumen:** Managing products as a business, building business cases, pricing, product marketing and analytical skills.
- ❑ **Product Management Skills and Experience:** Methodology and process, market and evidence based, driven by self opinion, ability to operate at senior level, organisational skills.
- ❑ **Other Key Skills:** collaborative working, negotiation, prioritisation, communication, leadership.





Knowledge Blocks & Course Structure



Knowledge Blocks

Block 1 - Introduction to the role

- Understand the role of a Product Manager
- Why is product management important?
- Differences with other roles in product organizations
- Reasons for product failure and how to prevent it
- Risk Factors. Keys to success. Managing Up:
- Organization. Measurement. Data. Factors.

Block 2 - Framing problems

- How your product will provide value for their users and if there is product market fit
- Problem Hypothesis
- Designing Metrics
- Defining the Users / Personas
- Add Vision/Mission/Strategy
- Business Model Canvas
- Value Proposition Canvas

Block 3 - Exploring solutions

- Design Thinking
- Prioritising Ideas
- Experimentation and Validation of Solution
- Minimum Viable Product (MVP)
- Story Mapping



Knowledge Blocks

Block 4 - Career development

- Understanding how to start/develop your career as a Product Manager
- Effective product managers
- Recruiting product managers
- What are the HR/companies looking for?
- Resume: how to make it more effective
- Recommendations

Block 5 - Project management

- Understanding how to successfully plan
- Objectives and Key Results (OKRs)
- Prioritising
- Tools and agile methodologies
- Scope Creep
- Retiring

Block 6 - Pitching

- Understanding how to present your product and engage your stakeholders
- Pitch Preparation
- Stakeholders Analysis
- Show Time: Final Presentation with stakeholders



Course Structure

Pre-work - 10 hours of work preparation

This pre-work is designed to get you prepared for class. We'll teach you the fundamentals of Product Management before the course so you can hit the ground running.

Keep in mind that you are expected to work alone - but don't worry, we will give you all of the resources and you will always have access to our instructors.

Outcomes from your pre-work:

- Understand the Product Management glossary
- Understand the processes a Product Manager follows on daily basis
- Understand how your experience and profile can add value to a Product Management role
- Develop the ability to analyse technology products



Course Structure

Unit 1 - Introduction to PM

- PM Role - Required skills
- Difference vs. PO, Project Manager
- Common mistakes
- Product Vision and Mission - Product Vision Board
- Product Market fit
- Project Guidelines

Unit 2 - Framing Problems

- Defining Value
Value Proposition Canvas (Customer segment)
- Market size
- Metrics and Data

Unit 3 - Exploring solutions

- Value Proposition Canvas -> Product Side
- Business Model Canvas
- Exploring Solutions - How to Validate Ideas



Course Structure

Unit 4 - Exploring Solutions II

- Design Thinking I: Empathise. Define. Ideate
- Design Thinking II: Prototype. Test

Unit 5 - Career development

- CV, Portfolio and LinkedIn review

Unit 6 - Exploring Solutions + Prioritising I

- Minimum Viable Product
- Prioritising I
- Story mapping I
- User Personas

Unit 7 - Prioritising II + Pitching

- Prioritising II
- Story mapping II
- Fit individual ideas on company story map
- Do they cover your personas needs?
- MVP & Roadmap



Course Structure

Unit 8 - Product focus + Frameworks I

- Project: Defining focus
- OKR
- Stakeholders
- Delivery - Frameworks I

Unit 9 - Frameworks II + Backlog prioritisation

- Delivery - Frameworks II
- Prioritising your backlog.
- Market formulas
- Create your own formula.

Unit 10 - Backlog prioritisation II + Final presentations

- Backlog prioritising II:
- Scope creep
- Retiring
- Final Presentations



Career and Learning Experience

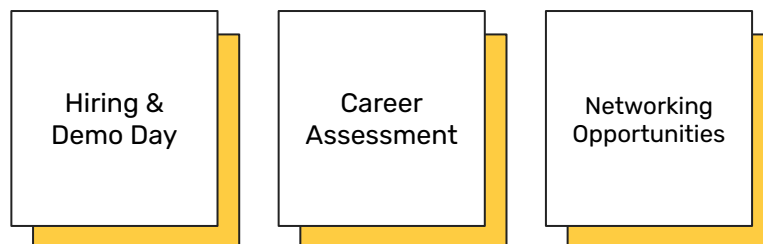


Career development

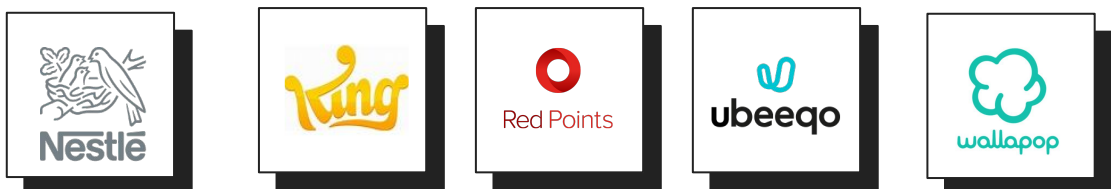
Our mission is to bring more women into the tech field, that's why we are committed to the careers of our graduates.

During the course, you will attend a workshop dedicated to career opportunities within the Product field and, at the end, you will have an individual mentorship session with our PM oriented career expert.

You will also present your final project at a Demo Day and you will have real job interviews at our remote and international Hiring Day. After this last phase you will join the Alumni Program.



Hiring Partners (selected few):





How you will learn with us

70% practical. 30% theory. Each unit covers a different aspect of Product Management, concluding in a project presentation of the learnings at the end of the course.

This is what a typical week looks like:

Tuesday and Thursday (18:30 - 21:30 CET)*

- 18.30 - 18.45 Refresh of the concepts from the previous class
- 18.45 - 19.45 Lecture
- 19.45 - 20.00 Break
- 20.00 - 21.30 Hands-on practice! Your turn

Saturday (10:00 - 14.00 CET) - Project Work

- 10.00 - 10.30 Stand up meeting.
- 10.30 - 11.00 Use Cases and Q&A
- 11.00 - 11.30 Breakfast
- 11.30 - 13.30 Individual Project Work
- 13.30 - 14.00 Writing time and Retrospective



Useful Information



Take the next step

Here are the steps for completing our admissions process:

1. Submit the application [form](#).
2. You will receive an email from us to book a call with our admissions manager.
3. Attend a personal interview with us.
4. Pay the tuition fee and sign the contract. Financial options are available, [ask us](#) for more information.
5. Access the pre-work and prepare yourself for the course. Submit it before the starting date of class.
6. If you are still not sure, come to one of our on campus or online informative sessions. You can access the calendar [here](#).



Dates & Tuition Fee

Dates & Schedule

10 weeks part time
<ul style="list-style-type: none">❑ Tuesdays and Thursdays from 6.30pm to 9.30pm CET❑ Saturdays from 10.00am to 2.00pm CET❑ Ask us for the exact dates

Tuition Fee and Financing

Full Tuition 2950€	One-time Payment 2700€ <small>*save 250€ when paid in full</small>	Early Registration 2450€ <small>*save 500€ when paid in full</small>
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Installment Plans & Sponsorships

Pay in 6 installments of: 333€/month <small>+Payment of 950€ upfront</small>	Pay in 6 installments + Early Registration: 292€/month <small>+Payment of 950€ upfront.</small>	Employer Sponsorship We can help you get financial support from your company with our consultant. Ask us for more information!
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Shaping the futures of women in technology

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Contact us: admissions@allwomen.tech

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