TOC – Product Management

Duration- 5 Days

📅 Day 1 – What Is Product Management?

- What exactly is a product?

- Who is a Product Manager, and what do they really do?

- Difference between product manager and project manager

- Types of products – physical, digital, internal, etc.

- Product lifecycle – how products are born, grow, and retire

- Introduction to Agile and Lean thinking

- Real examples of successful and failed products

📅 Day 2 – Planning a Product

- Understanding your customers – surveys, interviews, observation

- Building customer personas (simple profiles)

- Understanding the market – who are your competitors?

- What is a product strategy? Why is it important?

- How to prioritize product features (simple methods like MoSCoW)

- Creating a product roadmap – what comes first, what comes next

📅 Day 3 – Building the Product (Working with Teams)

- What is an MVP (Minimum Viable Product)?

- Basics of product design – UX and UI made simple

- How to write clear user stories (requirements)

- What happens in Agile – sprints, standups, and demos

- How to work well with developers, designers, and testers

- Tips for handling tough conversations and building trust

📅 Day 4 – Launching the Product

- Planning for launch – what all needs to be ready?

- Go-to-market plan – how to tell the world about your product

- Preparing sales and support teams

- Creating strong messaging and positioning

- Gathering early customer feedback

- Fixing issues after launch – it's normal!

📅 Day 5 – Tracking Success & Growing Your Career

- What numbers should a product manager track?

  - Examples: signups, usage, customer satisfaction

- Making small improvements – A/B testing made easy

- Common product management tools (like Trello, Jira, Figma)

- Career path in product management – how to grow

- Final group activity: Present your own product idea!

- Wrap-up, Q&A, and feedback