

KOENIG SOLUTIONS • COURSE OUTLINE

DASA Product Management (DevOps Agile Skills Association (DASA))

Learn to manage products across their lifecycle, from vision and strategy through roadmap, delivery and operations.

2 Days

DURATION

9

MODULES

23

TOPICS

COURSE OVERVIEW

This course examines what products are and introduces the frameworks, definitions and principles behind product management, alongside product lifecycle stages and their metrics. It covers product vision and leadership, followed by product strategy, marketing, discovery and go-to-market approaches. It then addresses product roadmap design, customer journey and experience management, planning and delivery, and product operations including value management and benefit tracking. The course closes with the skills required in product management and how to bring product management practices to stakeholders.

WHO THIS COURSE IS FOR

Product Managers

Product Owners

Product Leads

Stakeholders

Delivery Managers

Agile Team Members

LEARNING OBJECTIVES

- Explain product management frameworks, definitions and principles
- Describe the stages of the product lifecycle and their metrics
- Identify leadership practices that shape product vision
- Apply product strategy, marketing and discovery techniques
- Plan a product roadmap and go-to-market approach
- Analyse customer journey and customer experience management
- Evaluate product operations such as value management and benefit tracking
- Assess the skills needed to practise product management

9 Modules, 23 Topics

DAY 1

01

Discerning Products

TOPICS

- Understanding Products
- Product Management - Framework, Definition and Principles
- Product Management in Practice
- Popular Product Management Practices

02

Product Lifecycle Management

TOPICS

Exploring Product Life Cycle · Product Lifecycle Stage Metrics

03

Product Vision and Leadership

TOPICS

Leadership in Product Management · Product Vision

04

Product Strategy and Insights

TOPICS

Importance of Having a Product Strategy · Product Marketing · Product Discovery · Go-to-Market Strategy

DAY 2

05

Product Design and Roadmap

TOPICS

Building a Product Roadmap · Customer Journey Management · Customer Experience Management Strategy

06

Planning & Delivery

TOPICS

Planning and Delivery

07

Product Operations

TOPICS

Value Management · Elements of Product Operations ·
Benefit Tracking · Monitoring & Improving
Product Performance

08

Capabilities Required in Product Management

TOPICS

Skills Required in Product Management

09

Sketching Product Management on Your Agenda

TOPICS

- Bringing Product Management to Your Stakeholders
- Product Management

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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