



подробнее о курсе

Курс Product Management Online

BASIC LEVEL

🕒 16 занятий 📅 2 занятия в неделю

ПРОГРАММА КУРСА

1. Introduction to Product Management

- Product management functions
- What it takes to be a good Product Manager
- Product Management Mindset

2. Product Lifecycle

- Product development process
- Product success and failure
- Secret Ingredients to product success
- Pain, Need, Problem

3. Креативность, генерация идей

- Ideation
- Проверка идей
- Different stages of product adoption

4. Customer Development

- Validated Learning
- MVP

5. Understanding Context

- Market Evaluation
- Competitors Evaluation
- Macroeconomics
- Value Creation

- Unit Economics
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6. Business Module Toolbox: Business Model Canvas, Metrics for PM

- Introduction to Business Model
 - Business Model Canvas
 - Business Model Templates
 - Поиск инновационной бизнес-модели
 - Introduction to metrics
 - Use of metrics as UX and management tools
 - Business model canvas
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7. Organisational Culture. Technology Stack

- Organisational Culture Overview
 - Understanding Culture
 - Changing Culture
 - Product Manager and Technology
 - Tech Stack
 - Tech Camps
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8. Enterprise Architecture. Documenting projects

- Enterprise Architecture Overview
 - Product Management in Enterprise
 - Documenting projects
 - Selecting a good documenting approach
 - Implementing selected approach
 - Writing good specification
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9. Design thinking (workshop)

10. UI Basics

- What is design
- 10 principles of good design
- Design for non-designers
- Web design
- Style guides
- Form, composition, proportion

- Color
 - Neuro-aesthetics
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11. UX basic

- UX vs UI
 - Basic Concepts
 - UX research
 - Heuristic Analysis
 - Content
 - Navigation
 - Interactions Design
 - Prototyping
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12. Presentation skills

- История и структура слича
 - Аргументация и убеждение
 - Подготовка и подача
 - Визуальные средства донесения информации
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13. Handling Communications (workshop)

- Communications with customers and investors
 - Hiring and firing
 - Communication within the team
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14. Gamestorming (workshop)

- Роль игр в повседневной работе
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БОНУСЫ КУРСА



Тренинг по прохождению собеседования и составлению резюме



Тестовое собеседование с техническим специалистом