

## Курс Product Management Online

BASIC LEVEL

🕒 16 занятий 📅 2 занятия в неделю



подробнее о курсе

### ИЗУЧАЕМЫЕ ТЕХНОЛОГИИ



Google analytics



Tableau



Amplitude



SimilarWeb



SensorTower



Agile

### 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
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## 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)

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## 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 спича
  - 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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В конце курса выполняется дипломный проект.

## БОНУСЫ КУРСА



Тренинг по прохождению  
собеседования и составлению  
резюме



Тестовое собеседование с  
техническим специалистом