

EDACY

Curriculum

HEAD OF PRODUCT MANAGEMENT



COURSE OVERVIEW

This intensive 12-week program is specifically designed for experienced professionals aiming to transition into senior Product Management roles. It combines deep technical insights with strategic leadership skills, enabling participants to manage complex product portfolios, lead effective teams, and drive business success through innovative product strategies.

COURSES DESCRIPTION

This curriculum offers comprehensive training in advanced product management concepts along with essential leadership skills. Students will participate in real-world projects, expert-led workshops, and personalized mentorship to enhance their abilities in product strategy, team leadership, and decision-making.

LEARNING OBJECTIVES

TECHNICAL SKILLS:

By the end of this course, students will be able to:

- ▶ Developing impactful product strategies aligned with business objectives.
- ▶ Leveraging data analytics to make informed product decisions.
- ▶ Managing the product lifecycle effectively.
- ▶ Integrating user experience (UX) into product development.
- ▶ Applying Agile and Lean methodologies for product development.

LEARNING OBJECTIVES

SOFT SKILLS:

By the end of this course, students will be able to:

- ▶ Effectively leading multidisciplinary teams.
- ▶ Communicating product vision clearly to diverse stakeholders.
- ▶ Cultivating innovation within teams.
- ▶ Managing stakeholder relationships and influence.
- ▶ Strategically planning career growth in product leadership roles.

WEEKLY CURRICULUM BREAKDOWN



WEEK 1:

FOUNDATIONS OF PRODUCT LEADERSHIP

- ▶ Role and responsibilities of a Head of Product
- ▶ Crafting a compelling product vision
- ▶ Aligning product vision with business strategy
- ▶ Communicating vision clearly to stakeholders
- ▶ Transitioning to strategic leadership roles

WEEK 2 :

ADVANCED GOAL SETTING & STRATEGY

- ▶ Objective setting with OKRs
- ▶ Product initiative prioritization
- ▶ Defining North Star Metrics
- ▶ Lean Canvas methodologies
- ▶ Aligning product vision and business strategy

WEEK 3 :

ORGANIZATIONAL DESIGN FOR PRODUCT TEAMS

- ▶ Product team structuring
- ▶ Key roles definition
- ▶ Talent recruitment and retention
- ▶ Promoting innovation and accountability
- ▶ Developing high-performance teams

WEEK 4 :

ADVANCED PRODUCT DISCOVERY

- ▶ User research methodologies
- ▶ Market opportunity identification
- ▶ Validation techniques and user testing
- ▶ Advanced customer journey mapping
- ▶ User personas and deep-dive user journeys

WEEK 5 :

DATA-DRIVEN PRODUCT MANAGEMENT

- ▶ Advanced product analytics
- ▶ KPI and OKR implementation
- ▶ Data-informed decision making
- ▶ Advanced analytics tools and techniques
- ▶ Experimentation strategies

WEEK 6 :

STRATEGIC ROADMAPPING

- ▶ Multi-product roadmap development
- ▶ Strategic alignment of product initiatives
- ▶ Stakeholder management
- ▶ Effective roadmap communication
- ▶ Long-term product planning

WEEK 7 :

SCALING AGILE METHODOLOGIES

- ▶ Implementing scaled Agile (SAFe, LeSS)
- ▶ Agile team structuring for scalability
- ▶ Dependency and risk management
- ▶ Optimizing agile processes at scale
- ▶ Building an agile organizational culture

WEEK 8 :

BUSINESS ACUMEN AND PRODUCT LEADERSHIP

- ▶ Developing sustainable business models
- ▶ Advanced pricing strategies
- ▶ Financial planning and forecasting
- ▶ Go-to-market strategy planning
- ▶ Business model integration

WEEK 9 :

UX AND DESIGN LEADERSHIP

- ▶ Strategic UX research
- ▶ User-centric design methodologies
- ▶ UX and product collaboration
- ▶ Advanced prototyping and usability testing
- ▶ Balancing user needs with business goals

WEEK 10 :

TECHNOLOGY AND INNOVATION

- ▶ Emerging technology trends
- ▶ Integrating innovation strategies
- ▶ AI/ML product strategies
- ▶ Cross-functional collaboration with engineering
- ▶ Encouraging innovative product culture

WEEK 11:

PRODUCT GROWTH AND LIFECYCLE MANAGEMENT

- ▶ Growth strategies and lifecycle management
- ▶ Metrics for customer retention and engagement
- ▶ Product lifecycle frameworks and techniques
- ▶ Managing product portfolio maturity
- ▶ End-of-life strategies

WEEK 12:

CAREER DEVELOPMENT & LEADERSHIP

- ▶ Personal brand development
- ▶ Strategic career planning
- ▶ Advanced interviewing skills
- ▶ Effective public speaking and presentations
- ▶ Continuous learning and mentorship strategies



**UPON COMPLETION, YOU WILL BE FULLY EQUIPPED TO LEAD
PRODUCT ORGANIZATIONS STRATEGICALLY, INNOVATE
EFFECTIVELY, AND DRIVE SUSTAINED BUSINESS GROWTH.
IN THEIR ORGANIZATIONS.**