

Global Certificate in Product Management

6 Months | Online Instructor Led



17 Lakhs

Median Salary - Product Manager



Top 4

trending careers in 2022
(#4 Product Management)



1 Lakh

Job Opportunities in India

OUR VISION

“

To make **world class education** accessible for professionals.

- *Manvender Singh (Manav)*,

Founder & CEO, INSAID

MBA - Indian School of Business



Why Global Certificate in Product Management



MASTER

Product Strategy, Design & Launch



Recommended

for aspiring Product Managers



4000+

Global Alumni Network



Suchit Majumdar

Chief Data Scientist, INSAID

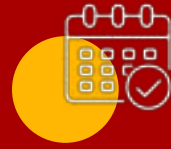
MBA, Indian School of Business



Program Highlights



LIVE
Instructor led Training



6 Months
Weekend Classes



20+
Projects & Guides



Placements
100% Career Assistance

Master Product Management Tools...



Term 1: Introduction to Product Management

- Understanding basics of Product Management
- Who is a Product Manager?
- Different hats of a Product Manager?
- Importance of research in Product Management

Term 2: Product Strategy & Roadmap

- What is a Product Planning Cycle?
- Establishing Product Vision & Mission
- Formulating Product Strategy & Product Goals
- What is Product Backlog & Roadmap

Term 3: Product Design Thinking

- The philosophy of Design Thinking
- Decoding creativity & innovation
- Design Thinking for Product Managers
- Building MVP - Artefacts, Persona Mapping & PRDs

Competition: Design Discovery

Design Discovery requires one to apply design thinking concepts to create human-centred and action-oriented solutions. As a PM practitioner you will be competing with the best to solve a complex challenge.

Term 4: UI/UX for Product Managers

User Experience 101

User Interface 101

Importance of UI/UX for PMs

Design Mockups, Wireframes & Prototypes

Term 5: Product Engineering

Introduction to Engineering for Product Managers

Understanding Micro Services & Cloud Services

Waterfall & Agile Methodology

Understanding SCRUM and Kanban

Term 6: Product Marketing & Launch

Product Development & Planning User Tests

Planning Launch & A/B Testing

Understanding Product Marketing & Consumer Behaviour

Managing a Brand & Measuring impact of Product Marketing

Major Product

Wittr is a major micro blogging app popular across the globe. The management team has reached out to INSAID PM consultants to help them overcome a major hurdle related to declining app usage by its customers.

The company has collected Data and figured that customers have been moving onto a major competitor app because it provides them a micro vlog feature. The company need help from you to strategize, plan and design the new feature in their app as well.

Go ahead and help the company succeed using the new feature.

Dedicated
Teaching
Assistants

Doubt Clearing
Sessions

24/7
Query
Resolution

Progress
Tracker

Apply Top PM Frameworks

Empathy Map
Canvas

Prioritization Matrix

Product Marketing
Matrix

Brand Strategy
Framework

Kapferer Brand
Identity Prism

Product Vision
Board

Competitive Analysis
Framework

Product Strategy
Matrix

SWOT Analysis

PESTLE Analysis

Ansoff Matrix

Double Diamond

Learn from Top Academicians



Manvender Singh
Sr. Faculty, INSAID



Suchit Majumdar
Sr. Faculty, INSAID



Sai Charan Tej K
Sr. Faculty, INSAID



Nikhil Bhogaraju
Sr. Faculty, INSAID



Prahlad Modi
Sr. Faculty, INSAID



Rakshit Suri
Sr. Faculty, INSAID



Ishaan Anand
Sr. Faculty, INSAID



Khanjan Desai
Sr. Faculty, INSAID



PRODUCT MANAGEMENT CAREER LAUNCHPAD

1 month exclusive program for working professionals.



PM RESUME WORKSHOP

We'll help you build a sharp Resume.



INDUSTRY EXPERT SESSIONS

Get access to monthly industry expert sessions.



PM LIVE JOB ANALYSIS

Apply to the right companies based on your profile.



PRODUCT MANAGEMENT INTERVIEW GUIDE

Download Product Management Interview question bank.



MOCK INTERVIEWS

Participate in 1-on-1 mock interviews and be more prepared.

Program Snapshot

START DATE

Check website for latest batch start dates

DURATION

6 Months

PROGRAM TERMS

6 Terms

WEEKLY SCHEDULE

Online classes on weekends

Self practice/assignments on weekdays

PROGRAM FEE

Starting at ₹ 5,802 per month
for 12 months

Speak with GCPM Program Mentor  +91 96258 11095



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of AI & Data Science

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