



Brightigo

PRODUCT MANAGEMENT CERTIFICATION PROGRAMME

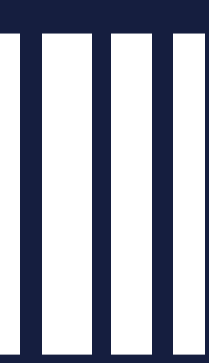
LEARN HOW TO BUILD



*for what good is knowledge without
understanding how to practice it in daily life*



PROGRAM OVERVIEW



Brightigo Courses

Extreme focus on practical frameworks in all our courses. Entire subject matter is comprehensively covered and all tips, tricks and frameworks get covered. Post our courses, you won't need anything additional to go through.

Real world Case Studies

We emphasize heavily on hands-on learning by solving real world case studies. Our belief lies in the fact that modern professionals need more of hands-on practical skills and not just theoretical concepts.



DESTINED FOR SUCCESS

60+ HOURS OF LEARNING

360° PLACEMENT ASSISTANCE

1:1 MENTORSHIP FROM EXPERTS

5+ CASE STUDIES AND ASSIGNMENTS

PERSONALIZED RESUME BUILDING EXERCISES

MOCK INTERVIEWS WITH INDUSTRY EXPERTS

STUDENT TESTIMONIALS

Abhinandan shah

Product Manager at Phonon Communications Pvt Ltd

Brightigo is not only a Bootcamp; it's a life-changing experience and a family that will always be there for you.



Sarvi

Product Manager HCI

Between university and job requirements there's a gap, but not with Brightigo. Here you're inside the job market because you're living with professionals within the product community.



STUDENT TESTIMONIALS

Vishal Chauhan

Product manager at Brownbag

Undoubtedly, Brightigo has been an open door. Now the key is to seek how to take advantage of all the opportunities that appear. The more you move, the more they appear.



Arijeet Satapathy

Product Analyst Netcore

I would go back and do it again in a heartbeat. Even the hard times, the late nights, every moment of it brought me where I am today. If you love the product management and need a place to start, you really don't need to look any further.



CURRICULUM DESIGNED **TO GET YOU HIRED**

We asked 100s of top companies specific top skills they look for in candidates and then designed our live, remote programs to include learning activities that help you master each skill.

WEEK 1

BASICS OF PRODUCT MANAGEMENT

- What is Product Management Expectations
- Hard Skills by Product Managers
- Different aspects in B2B B2C and B2B2C markets

WEEK 2

- How to interact with millions of customers at a time
- How to set up survey tools
- What parameters are to be considered before starting a survey

WEEK 3

DESIGN, MOCKUPS, WIREFRAMING & DISCUSSION BOARDS

- Basics of Design concept
- Ideating a Design
- Wireframing and making mockups
- Optimization analysis UAT (User Acceptance Test) - Internal/External

WEEK 4

QA OF
DESIGNS

- Prototyping
- Heuristic Evaluation
- Cases Identified with Engineering
- Heatmap Testing
- A/B Testing

WEEK 5

- Agile Methodology
- Scrum Product Development
- Writing Product Required Document
- Creation of Roadmap
- Project Planning
- Creating Sprints of backlog
- Tools used to maintain backlog
- Excel and Jira

WRITING,
DOCUMENTING
& TRACKING
PRODUCT
ROADMAP

WEEK 6

- Continuous development and deployment
 - Development Operations Release Management
 - Final UAT with QA
 - QA Sign Off
 - Product Sign off
 - Identifying continuous traffic metrics
 - Frameworks used for prioritizations
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THE PRODUCT LIFE CYCLE

- The art of self-disruption
Preserve your business by embracing disruptive products (that aren't yours)
- Product adoption curves
Identify where your product falls on the curve and what that means for future product decisions

WEEK 7

- Cohort Analysis
- Calculations of customers lifetimes value
- Calculations of RFM score(Recency, Frequency, Monetization)
- Segmentations and funnel analysis
- Google and User Behaviour Analysis

WEEK 8

- Acquisition and Activation Growth Hack
- Mobile App Optimization in App Store
- Referral and Retention Hacking
- Engagement and Monetization

WEEK 9

LEADERSHIP ESSENTIALS

- Styles of Leadership Interaction
- How to lead without Authority
- Resources Optimization & Product Leadership

WEEK 10

PERSONALITY & BEHAVIOUR IN PRODUCT MANAGEMENT

- Giving and Receiving feedback
- Why Emotional and Social Intelligence are more significant than IQ
- Introduction to Human Factors
- Communication and Communication Breakdown
- Elements of Non-verbal Communication

WEEK 11

MARKETING ANALYTICS

- Setting a pricing objective
- Estimating Demand and Costs
- Analyzing Competitors
- Evaluating Pricing Strategies

STORYTELLING FOR INNOVATION

- Uncover and create a compelling customer story
- Storytelling techniques that generate excitement and buy in
- Evaluating and telling your story



WEEK 12

MASTERING
PRODUCT
MANAGER
INTERVIEW

- Product Vision Questions
- Behavioural Questions
- Estimating Questions
- Upgrade your resume
- Market yourself Online

LARGE AND LIVELY **STUDENT COMMUNITY**

Even though you might be sitting at your computer at home, you've got hundreds of friends who are going through the same challenges!

ENROLL FOR BRIGHTIGO!

