PRODUCT MANAGEMENT

60-HOUR LIVE-ONLINE CLASS COURSE GUIDE

TechSprint

FAST-TRACK YOUR TECH CAREER

_CodeOp

KUALA LUMPUR CAMPUS

"No matter what your starting point is, as long as you persevere - you will learn, and you will succeed"

- Kira Radinsky
Computer Scientist , Ukraine

WHAT'S INSIDE

1. WHAT YOU SHOULD KNOW ABOUT US

We're trying to be one part of a solution to a complex problem. CodeOp is the first coding school in Barcelona for women and the TGNC (trans, and gender non-conforming) Community. We channel all of our resources into encouraging, supporting and equipping people from these minority groups with the right skills to become leading developers and data engineers in their field.

Our applicants come from all around the world to learn with us in Barcelona—the growing technical hub of Europe, and in our recently established Kuala Lumpur campus, where all of our programs for the region are being delivered by TechSprint (www.techsprint.academy).

We offer two courses run by senior-level professionals to support our students at various stages of their technical journey:

1. Full Stack Development (FSD) Course - which is an 11-week full-time (or 6-month part- time) programme for individuals who don't necessarily have a background in tech. In the light of the Covid crisis, we are also offering a 15 week Virtual/Remote Full Time FSD Bootcamp from our Kuala Lumpur Campus.

2. Data Analytics Bootcamp - which is a 6-month part-time programme for individuals who would like to learn the various technologies needed to ingest, model and visualize data insight.

3. Product Management Course - A 60-hour part-time, live-online programme designed by a team of Silicon Valley PMs from Facebook and Lyft; and for existing product managers who want to upskill, as well as anyone looking to break into tech or change their current role.

WHAT YOU SHOULD KNOW ABOUT OUR PRODUCT MANAGEMENT COURSE

Product management is one of the fastest-growing roles in tech right now with demand for product managers higher than it's ever been. Product management is a relatively new area in tech, but it's quickly become one of the most important, sought-after roles in the industry.

Our Product Management course comes straight from the heart of Silicon Valley and is designed to grow the product management skill set of newcomers and existing product managers to help them develop further in the field.

Our product management curriculum, activities and learning objectives are designed, reviewed, and managed by an educational committee of leading product managers from Silicon Valley giants including Facebook and Lyft.

Some of the topics covered include how to validate a product hypothesis, design principles, how to collaborate with stakeholders, writing user stories and requirements, and agile delivery. By the end of this course, you will have a relevant portfolio piece that you can leverage in future interviews.

This course includes 40 hours of live-online lectures. The material is split into 10 different topics with learning objectives, assessments, activities, lectures, reading materials as well as original educational videos by our educational committee back in Silicon Valley. Those taking the course should plan to commit an additional 20 hours towards supplementary reading material.

THE ROLE OF A PRODUCT MANAGER

What does effective product management look like?
The day-to-day schedule of product managers can include a range of strategic and tactical duties, and what each product manager does will vary from company to company and from product to product. Some might spend the majority of their time focused on the following:

- Research to gain expertise about the company's market, customer personas, and competitors.
- Developing strategy for the product, inclusive of goals and objectives, a broad overview of the product itself, and a rough timeline.
- Communicating plans to key stakeholders across the organization and facilitating communication across cross-functional teams throughout the product management process and beyond.
- Coordinating product development with the relevant teams—engineering, product marketing, etc, to start executing the plan.
- Utilising feedback and data analysis once the product has been built, tested, and introduced to the market, learning via data analysis and soliciting direct feedback from customers - what works, what doesn't, what to add and what to improve before working with the relevant teams to incorporate all feedback into future product iterations.

Getting into product management, the manager's role is all about solving problems for people, making the skillset highly valued in the tech world.

Upskilling in this area will make an excellent addition to your resume, and the learnings you'll gain will be lifelong, with the risk being minimal. So, ask yourself the following questions:
- Do you find yourself staring at a complex world and identifying problems to solve?
- Are you thrilled about the idea of creating great user experiences within a product?
- Can you take vague user problems and turn them into real plans?
- Is it an exciting challenge to create and study information about markets, industry trends, competitive movements, and user sentiment, then evaluate that information to find within it the answers about what a fast-growing and developing company should do next?

If you answered "yes" to all of the questions above, product management might be exactly the area of tech you should be getting into!

The insights you can bring to this area of tech are exactly what's needed to keep moving the world of tech forward.

2. WHY YOU SHOULD LEARN

Reason #1: Because you want to!

First things first, we think this is the main reason to learn anything, and the biggest motivator in getting to wherever you want to go next. As with many new skills, software development has a steep learning curve. It will require patience and open-mindedness so that even when you're finding it frustrating, your drive to learn will make it that much easier to focus and power through.

Reason #3: Because it teaches you how to think

Learning to code will give you more than technical knowledge—it also gives you a new outlook and way to approach your work. Problems become opportunities— you'll learn skills that provide a logical way of thinking, allowing you to identify all the areas where issues may arise in order to troubleshoot your way out of them (or improve on them before they even occur!) Plus, it teaches you attention to detail. When a simple misplaced hyphen can mess up your entire code, you become seriously skilled at checking your work!

Reason #2: Because you'll have better opportunities

Newer, more exciting possibilities tend to open up once you can add 'coding' to your set of skills. Learning to code can help not just in launching or advancing your career as a developer, but also in moving up in the company you work for or taking on new projects. In general, it's an excellent way to advance your skill set in a short amount of time that can have a positive impact on your future. There's no shortage of opportunities for people who know how to code!

Reason #4: Because you're driven to make a change

If you want to be involved in an industry that's at the forefront of impacting in the world, learning how to code is a guaranteed route in. And with diversity comes increased change. Tech is driving societal change however, the people involved in these fields don't truly reflect the make-up of our current society. We need new, different voices in this area, and your learning how to code can ensure you become one of them.

3. WHAT YOU'LL LEARN

Module 01 **The Role of the Product Manager**

By the end of this lesson students should be able to:

- Describe the role and responsibilities of a Product Manager
- Understand the key skills required to be a successful Product Manager
- Understand basic business acumen and practices
- Understand what companies look for in a Product Manager

Module 02 **Creating a Hypothesis**

By the end of this lesson students should be able to:

- Understand the importance of brand identity
- Know how to create a product hypothesis
- Know how to define personas and user stories
- Understand the difference between B2B and B2C customers and users

Module 03 **Testing a Hypothesis**

By the end of this lesson students should be able to:

- Know how to use data to explore a product hypothesis
- Understand frameworks that validate a product hypothesis
- Define product-market fit
- Understand customer development and synthesizing user feedback

Module 04 Scoping your MVP part 1

By the end of this lesson students should be able to:

- Describe the product and product adoption life cycles
- Know how to write a press release
- Understand how to scope a Minimum Viable Product (MVP)
- Describe how to write user stories for your team and acceptance criteria for engineers
- Understand product estimations and timelines using PRDs and product roadmaps
- Know best practices for public speaking

Module 05 Scoping your MVP part 2

By the end of this lesson students should be able to:

- Understand basic visual design principles
- Know how to design an MVP with other stakeholders
- Know process for how to prioritize features in your product
- Understand the responsibilities, relationships, and boundaries between the PM and other stakeholders
- Understand the difference between User Experience and Customer Experience

Module 06 MVP Design and Delivery

By the end of this lesson students should be able to:

- Define the Agile lifecycle and the Kanban and Scrum methodologies
- Understand the responsibilities, relationships, and boundaries between the PM and other stakeholders
- Understand how to prepare for market launch
- Understand how to launch a product
- Describe the various ways you can iterate your product

Module 07 Leveraging Analytics for Product Reviews

By the end of this lesson students should be able to:

- How to define and measure success
- Understand the role of Quality Assurance and testing.
- Understand different experiments that measure your product's value
- Know how to conduct a User Interview
- Understand basic SQL query searches

Module 08 Go to Market Strategies

By the end of this lesson students should be able to:

- Understand basic messaging and communication strategies
- Understand financial modeling and analytics optimizations
- Know how to provide valuable feedback
- Describe the entire product manager's process from beginning to end

Module 09 Sharpening Skills

By the end of this lesson students should be able to:

- Understand common biases in product management
- Know how to receive feedback from others
- Know how to write a resume
- Understand recruitment process
- Know which interview questions to prepare for
- Understand common interview methods for answering questions

Module 10 Capstone Project Presentations

Create a pitch deck that aligns with an organization you want to work at or applies to the space you want to work in. In addition to your outline, the culminating project will include an accompanying slide deck that you will present to the "Company Stakeholders." Each presentation will include the folking components:

- Determine a problem that a group of users experience
- Provide personas for these users
- Create a product/feature that solves this problem
- Provide wireframes
- Share the customer's journey
- Identify the market and business opportunity

4. HOW YOU'LL LEARN

"The instructor is always available. He has this way of commenting on your solution that opens up a totally new way of thinking!"

Neha Sharma, Data Analytics Student

5. HOW WE TEACH

"There are decades of research about how instructional strategies such as scaffolding, modeling, and reflection are important in comprehending new concepts. So we feel it is extremely important to incorporate them into our curriculum."

KRISTA MORODER,
CODEOP CURRICULUM DEVELOPER

How We Teach

We are serious about giving you access not only to the best resources and instructors, but also to the best teaching practices that will better help you comprehend new concepts.

The instructional design and curriculum for the Full Stack Development course was built in collaboration with the US-based education consulting agency NonQuixote. Some of the primary pedagogical choices are detailed in depth below.

Scaffolding Strategies

Students entering the workforce will be expected to know and understand how to find artifacts, resources, and environments in which they can gain new knowledge as the tools and technologies they use continue to evolve. Because of this, CodeOp's model doesn't just include scaffolding of content, but scaffolding of information literacy skills: being able to identify, locate, evaluate, and effectively use information to solve a problem.

Formative Feedback Strategies

The importance of ongoing, targeted feedback for student learning can't be understated. Our model incorporates this feedback in multiple ways: Weekly Assessments, Daily Solution Lectures, and Code Reviews.

Mentoring Strategies

Several studies have focused exclusively on women in mentoring relationships. According to "Women and Mentoring: A Review and Research Agenda," women who had one or more mentors reported greater job satisfaction and success. Because of this, CodeOp has created a deliberate focus on providing mentorship as part of the educational experience, including Career Coach Sessions and Guest Lectures from Senior Professionals.

Individual Completion of Activities and Pair Programming

A learner-centered classroom that uses formative feedback and response to intervention strategies is considered the most impactful teaching strategy on student learning.

CodeOp differentiates itself from other programming courses in this way: the classes are small, the focus is on the learner, and the interventions are flexible to the context of the current learners in the classroom.

As a secondary method CodeOp incorporates pair programming after week 3 to support the driver and navigator principle, which is focused on splitting "problem solving" and "breaking the system" mindsets.

6. ONLINE LEARNING

Due to the global Covid-19 situation, the CodeOp Kuala Lumpur Campus team at TechSprint has had to make two big decisions in order to keep our team and students safe.

Our In-Person Bootcamps

We have moved all our current and upcoming courses to a remote learning format. Our in-person bootcamps will remain fully remote until further notice.

Extending Our Online Bootcamps

Our global team is working hard to make our online bootcamps even more accessible to women around the world, who have been disproportionately affected by Covid-19.

WHAT DOES A DIGITAL LEARNING EXPERIENCE LOOK LIKE?

Synchronous Learning
Zoom is our primary video calling tool. Breakout rooms, remote control access & live polls allow us to interact, teach and connect with each other remotely.

Virtual Pair- & Mob-Coding
Live Share by Visual Studio Code enables students to share their code with an instructor dynamically so they can take part in solving the activities in class.

Asynchronous Learning
All lectures and activity reviews are recorded. This means you can always go back and review some material in your own time if you like.

Live Support
Throughout the day the instructors are available in order to give you a helping hand during your coding journey.

Primary Mode of Communication
Slack is our main communication tool. We have topical channels and share course news and materials through it (sometimes a couple memes may slip in as well!).

Global Community Access
Our community alumni Slack workspace is another virtual community to solicit support for technical and non-technical related issues.

Subject to some minor changes depending on availability of platforms.

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There are only a limited number of things you can do in such a short amount of time to broaden your mind and impact change. Let learning new technology be one of them!

APPLY NOW !

Contact us via email at

info@techsprint.academy