Duke CORPORATE EDUCATION | Powered by upGrad

PG Certificate in Product Management

Hands down the most hands-on Product Management Program

4-8 Months



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ABOUT UPGRAD

With the Indian entrepreneurial ecosystem exploding, we are at an exciting juncture in the business and economic history of India. Today, we are creating products to solve most of life's problems. As more products are being launched everyday, there is an increased demand for qualified well-rounded product managers in the market.

This PG Certificate in Product Management by Duke Corporate Education and upGrad strives to fill this supply-demand gap in the product ecosystem by providing professional training and mentoring to aspiring as well as existing product managers.

Our program is specifically designed for professionals to help them successfully transition and grow in their digital product management career.

With upGrad, we promise an immersive learning experience that will equip you with the perfect business, technical and managerial skills to help you achieve the same.



Our aim is simple:
We strive to create high-impact, hands-on experiences that will prepare you for an aspirational career and empower you to be the leader of tomorrow.

Ronnie Screwvala
Co-founder and Executive Chairman
upGrad

ABOUT
DUKE CORPORATE EDUCATION

A premier global provider of custom executive education and consistently being ranked among the top three providers of leadership solutions in the world, Duke CE has forged a reputation as a centre of rigorous thinking and high impact transformative education.

Duke Corporate Education spun out of Duke University's Fuqua School of Business in 2000 to focus specifically on leadership development. Duke CE redefines corporate education with a model that blends university with business, bringing together business experts and a global network of faculty to help clients.

With a proven record of educating global leaders, Duke CE's Executive Education programmes are developed to help executives and organisations from both public and private sectors achieve operational excellence and results.

Duke CE is ranked #2 globally in Executive Education by Financial Times Custom Executive Education Rankings 2022.



Duke CE's academic rigour in collaboration with upGrad online learning experience expertise, will make this program a deeply engaging journey for all of us. Our cutting edge curriculum and upGrad's learning advantage will definitely help people to become next-gen Product Managers.

Sharmla Chetty
CEO, Duke Corporate Education

ABOUT
DUKE CORPORATE EDUCATION

Financial Times Global Rankings

2022	School	Country
1.	HEC Paris	France / Qatar
2.	Duke Corporate Education	US / UK / South Africa / Singapore / India
3.	IESE Business School	Spain / US / Germany / Brazil
4.	SDA Bocconi School of Management	Italy
5.	ESSEC Business School	France
6.	EDHEC Business School	France / UK / Singapore
7.	IMD Business School	Switzerland
8.	Esade Business School	Spain
9.	London Business School	UK / UAE
10.	ESMT Berlin	Germany

CAREER OUTCOMES

As of January 2024, there are over **1 million profiles** on LinkedIn with the Product Manager title, compared to 700,000 profiles in early 2023.

Product Management is a growing career option and is expected to grow exponentially in the coming years. Our goal at upGrad is to help learners move effortlessly into promising careers and up the professional ladder.

Program Outcomes Summary

8/10
Learners Achieved a Positive Outcome

40%
Average Salary Hike

450%
Maximum Salary Hike

300+
Recruitment Partners



KEY HIGHLIGHTS



Personalized Journey with 2 Tracks and 3 Specialization Options



Resume and Personal Story Building



Weekend Live Sessions and Masterclasses



Build Your Own Product (BYOP)



Product Teardown - Case Study Competition



Hands-on Interview Preparation and Mock Interviews

OTHER PROGRAM FEATURES

200+
Hours of Learning

30+
Live Sessions

15+
Personalised Industry Sessions

10+
Case Studies

3 Years
Unlimited Content Access

Executive/Leader
Personalized Track Options

1:1
Mentoring and Guidance

1:1
High-Performance Coaching

Generative AI Chat GPT sessions

AI-Powered
Profile Builder

6
Personalised Industry

Just-In-Time
Interviews

PM Competitions
Case-study based (Product Teardowns)

Doubt Resolution
Sessions

Duke CE
Certification

Peer Interaction
Active Slack Community

PROGRAM STRUCTURE

Core

(4 months)

For anyone interested in learning about product management fundamentals

Personalized Track

(1 months)

Executive Track

For professionals looking to transition into product management

Leader Track

For existing product managers looking to grow in the same space

Specialization(s)

(1 month each)

For professionals looking to specialize and build their strengths in a specificproduct management fields

- AI Product Management
- Technical Product Management
- Growth Product Management

PROGRAM CURRICULUM

Core Program (4 Months)

Learning the fundamentals of product management

Course	Modules	Learning Outcomes	Tool(s)
Understanding the User and the Market	1. Introduction to Product Management 2. Understanding the Market 3. Finding User Needs and Building User Artefacts 4. Product Vision and Strategy	- Analyze the need of the business, market gaps and the key competitors of the product - Create and validate your hypothesis by performing effective user research - Use different user research methods — surveys, interviews, contextual inquiries, and so on — to uncover the needs & behaviour of your users - Synthesize your research data to create artefacts like user persona and user journey maps - Learn how to conduct user research to identify user needs and create user persona, and user journey maps through research tools - Identify the difference between product vision, mission and strategy - Identify the various stages of adoption for your product	UXPRESSIA Google Forms Excel

Course	Modules	Learning Outcomes	Tool(s)
Product Design & Prototyping	1. Design and Prototyping 2. Usability Testing 3. MVP	- Explain the fundamentals of UI-UX design - Evaluate different options, methods, and tools for rapid prototyping - Create product sketches, wireframes and mockups - Build functioning prototypes to evaluate possible ideas and solutions - Describe the process of a design sprint used in organisations - Explain the purpose, types and ways of conducting a usability test for a product prototype - Analyse the different types of MVP (minimum viable product) & decide when to use which one - Apply the Learn-Build-Measure model to build successful MVPs	Whimsical Figma InVision
Product Development and Launch	1. Product Development 2. Product Planning 3. GTM	- Deploy agile and scrum frameworks required to develop and launch a product - Create user stories and epics for the development of a product feature - Create a cohesive product requirements document (PRD) for a product - Create a go-to-market strategy for a product by planning its pricing and channel strategy	Jira ChatGPT

Course	Modules	Learning Outcomes	Tool(s)
Product Growth and Analytics	1. Product Analytics 2. Product Experimentation 3. Growth Strategies	- Identify the north star metric for a given product - Set product metrics using the AARRR framework to improve the customer journey - Analyse product data and employ product analytics to identify problems - Create activation/acquisition/ engagement/referral/ monetisation strategy for a product - Apply experimentation techniques like A/B testing and multivariate testing - Learn about segmentation, funnel, and cohort analysis	mixpanel Google Analytics 4 CleverTap

*Disclaimer: Please note that while these tools will be taught in the program, you will not get paid access to them for practice. Some of these tools, however, are free to use.

Track Phase (1 Month)

In this phase, you get to access to your **1:1 mentorship call with an industry expert** and **6+ personalized industry sessions**.

You can select any one of the below two tracks:

Executive Track

For professionals looking to transition into product management

Careers Landscape:

Analyze the product management careers landscape and the roles and responsibilities to be a successful PM

Interview Practice:

- Answer behavioural questions asked in PM interviews and develop negotiation and storytelling skills
- Apply frameworks to solve strategic questions like entering/exiting a space, competing against existing products and more asked in PM interviews
- Practice interview questions, give peer-to-peer mock interviews and develop a product mindset
- Get interview cheat sheet and access to 100+ sample interview questions

Leader Track

For existing product managers looking to grow in the same space

- **Insight-Driven Decision Making:**

  Develop the ability to make strategic decisions based on insightful analysis of data

- **Iterative Product Development:**

  Master iterative approaches to product development, prioritizing user feedback and continuous improvement

- **Effective Storytelling and Culture Building:**

  Learn to communicate compellingly and foster a positive, innovative team culture

- **Career Advancement and Leadership:**

  Gain strategies for personal brand development, networking, and establishing yourself as a thought leader in product management

SPECIALIZATION CURRICULUM

You can choose to opt for the following specialization(s) as part of the program.



AI Product Management
(1 Month)

AI Paradigms

Understand dierent AI Paradigms such as supervised and unsupervised learning, recommendation systems, reinforcement learning and deep learning.

Dierentiate between dierent ML techniques. Identify and assess the evaluation metrics for a given business problem

AI-ML Strategy

Understand the 5-step framework for building a strategy for an AI-ML driven product.

Build and evaluate an AI-ML strategy for solving business problems

Data Foundations

Understand how data plays an important role in any AI-ML strategy and the challenges that come along with it

Identify and analyse dierent data sources and derive features from them to solve a given business problem



Technical Product Management
(1 Month)

Understanding Technical Product Management

Identify the essential skills and knowledge necessary for effective technical product management

Analyze the impact of current technology trends on product management and strategy formulation

Product Architecture and System Design

Explain the principles of system design and application to product architecture

Communicate effectively with engineering teams to translate product needs into technical specifications

Assess and manage technical risks throughout the product development lifecycle

Advanced Technical Leadership

Incorporate principles of security and privacy into product development



Growth Product Management
(1 Month)

Driving User Retention & Engagement Growth

Create user engagement and strategies to implement retention

Activation & Resurrection Growth Strategies

Build activation and resurrection strategies for dierent products

Strategies to Drive Acquisition & Referral Growth

Create strategies to acquire users with the product-led approach

Monetisation Strategies

Build monetisation strategies based on user cohorts and product maturity

Experimentation Techniques

Design, prioritize and run

Data Architecture

Learn tools and technologies available to build a robust data architecture for your AI-ML strategy

Generative AI for PMs

Learn how generative AI tools like ChatGPT can help product managers in their work

Develop skills in technical leadership to influence product teams and organizational direction

Keep updated with future technology trends and encourage continuous learning and adaptation within product management practices

experiments to test hypotheses on different growth strategies

CHOOSE THE JOURNEY
MOST SUITABLE FOR YOUR GOALS

	Access to Content	BYOP Project	Product Teardown Competition	Personalized Industry Sessions	1:1 Mentorship Calls	Access to Career Services	1:1 Career Coaching	Access to Specialized, Niche Content in PM	CleverTap Certification
	Core PM recorded content & live sessions	4-Part 'Build Your Own Product' project	Participate in the teardown competition & win prizes and certificates	6 Career-Related Personalized Sessions with Peers and an Industry Expert	2 Calls with a Leader from the product management industry	Access to Resume Builder, Career Portal, Interview Questions; etc.	6+ 1:1 Calls with a career coach to guide you on your career journey	Specialization -specific recorded content, live sessions and case studies	Analytics Certificate from CleverTap
Core	☑	☑	✗	✗	✗	✗	✗	✗	✗
Core + Track (Executive / Leader)	☑	☑	☑	☑	☑	☑	✗	✗	✗
Core + Track + Specialization(s)	☑	☑	☑	☑	☑	☑	☑	☑	☑

CASE STUDIES

1. Conduct Competitor Analysis for a **Healthcare Product**
2. Build a Business Model Canvas for a **Cab-sharing App**
3. Design a Wireframe for **HealthieMe**
4. Create User Stories and Epics for an **OTT Platform**
5. Goibibo **Microstays**
6. Analytics **Case Study**
7. Growth Hacking Strategies for **Freecharge**
8. Zivame **Omnichannel Experience**

Disclaimer: No submissions / non-graded

BUILD YOUR OWN PRODUCT (BYOP)

Idea Finalization

Competition and User Research

- Conduct a competition analysis for your new product idea
- Perform user research for your product to understand their needs and requirements

Designing Your Product

- Create a high-fidelity prototype for your product
- Design a sketch for your product

Developing and Launching Your Product

- Create a development plan for your product features
- Set the right metrics for your product's growth.

Growing Your Product

- Analyse product data, and strategize for product growth
- Video-based Project Presentation Submission



PRODUCT TEARDOWN



Work with your peers and crack real-life product management problems. Present your solution to product leaders, get feedback and win prizes!

Competition process

Register in teams of 3-4

Round 1

Work together to solve a real-life product case study

Round 2

Shortlisted teams to present their solutions to experts **LIVE (Online)**



WIN

Certificates and Amazon Vouchers!

ELEMENTS OF
CAREER SERVICES



Jobs On Career Centre

Career Center offering jobs across experience levels and CTC ranges

- Easy apply feature for upGrad hiring partner openings
- Apply for jobs in one click



Interview Preparation

- Dedicated live sessions for practicing mock interviews
- Plenty of recorded content covering all important topics



Personalized Industry Sessions (PI)

90-minute sessions over the weekend by industry experts to facilitate:

- Peer-to-peer networking
- Track-specific career growth discussions
- Interview practice
- Hands-on interactive workshops



Just-in-time Interview Prep (JIT)

- JITs are conducted within 48 hours for upcoming job interviews
- Tailored to the target domain and job role
- Real time feedback and suggestions for improvement

Profile Builder (AI Powered)



- AI-driven resume evaluation
- Real-time recommendations for improvement and ready-to-use resume templates
- LinkedIn profile review
- Assistance with creating a cover letter

High Performance Coaching

Dedicated coaches work with you to:



- Identify and define your value proposition
- Lay out a career path and help you to adhere to your timeline
- and goals
  Create a job search strategy, prepare for interviews, salary negotiation, and other necessary preparation

Career Mentorship Sessions



- Personalized career advice through 1-1 sessions with industry experts
- Goal setting based on individual expectations and background for better results

DUKE CORPORATE EDUCATION FACULTY



John A. Davis
MBA, Columbia University
Duke Corporate Education



AJ Boelens
Duke CE Educator
Duke Corporate Education

LEARN FROM TOP INDUSTRY EXPERTS



Anshumani Ruddra
Product Leader - Payments
Google



Ankit Chaudhary
Director Product
Paytm



Gautham Krishnan
Executive Director of
Disney+ Hotstar



Gaurav Joshi
Head of Design
Disney+Hotstar

LEARN FROM TOP INDUSTRY EXPERTS



Rahul Mittal
Director
Tata Cliq



Pratik Agarwal
Vice President
Accel



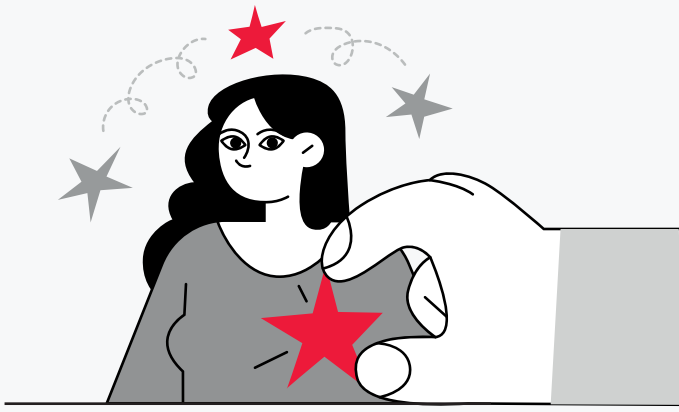
Siddhartha Roy
Growth
Product Management
BrowserStack



Mohan Ram
Go-To-Market Lead - APAC
DigitalOcean



Ekta Kamdar
Senior Manager,
Product Management
Mindbody



HEAR FROM
OUR LEARNERS



Raghav Rohatgi

Work Experience: 16 Years

I had just moved into the product team, and was able to learn and implement simultaneously.
Our mentor is a rock star. The practical inputs he gave were awesome.



Aditya Satish

Work Experience: 7 Years

upGrad has played a pivotal role in molding me and helping me transform to a new Aditya with a skillful viewpoint and outlook. My industry mentor and career coach have been game changers in my journey. I am very lucky to have found them in my journey. Kudos to everyone - it's like a team building together and reaching the skies.



Rajat Gupta

Work Experience: 5 Years

My career coach was very helpful, supportive and came up with solutions that turned out to be very effective for me.

HEAR FROM
OUR LEARNERS



Devpal Singh

Work Experience: 7 Years

upGrad provided me with the required knowledge and helped in creating a roadmap to get my desired role. The hands-on knowledge that I gained by doing projects helped me in answering technical questions in the interview.



PROGRAM DETAILS

Program Start Date	Visit the website for the program start date
Core Program Fee (Duration: 4 Months)	Visit the website
Core + Track Program Fee (Duration: 5 Months)	Visit the website
Core + Track + 1/2/3 Specialization (Duration: 6/7/8 Months)	Visit the website

Disclaimer: This is a non-credit-bearing program not amounting to a degree

*Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor

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