



مدرسه مدیریت محصول دیجیتال بوژان

ما در مدرسه محصول بوژان مسیر یادگیری رو شفافتر و سرعت رشد رو بیشتر می‌کنیم.

دوره مدیریت محصول دیجیتال

Introduction of Product Management

- What is a digital product
- Types of product managers
- Difference between product manager, product owner and project manager
- Product design and development process
- Product Terms
- Product Manager Skills

First Step: Recreate

- How to learn Better
- Feedback Culture
- Integrity
- Active Listening
- Critical Thinking
- Systems Thinking
- Mental Model
- How to ask good question?

Product Discovery

- Product Development Process
- Problem Definition
- Customer Discovery
- Talk to the customer
- Prototyping
- JTBD
- Value Proposition
- TeamApp Story
- UX reserach for Product Manager

Project Management for Product Managers

- Roadmap Design
- Documentation
- Event Planning
- Agile Manifesto and principles
- Agile frameworks (Scrum, Kanban)

Productivity for Product Managers

- What is Productivity?
- What are the characteristics if productive managers?
- Human brain structure and productivity
- How GTB model work for productivity?
- Productivity in stressful condition
- Daily habits of a productive product manager

Product Delivery

- Company Objectives
- Product Vision & Principles
- Product Objectives
- OKR in action
- Practices in OKR

Product Design for Product Managers

- UX Rules
- UX Writing

Product Growth

- Growth strategies based on business model
- Design Sales Pipelines
- PLG

Product Analysis

- Conversion Rate Optimization
- UX Rules
- Essential KPI for Product Managers

Feature Analysis & Design

- Search/ Recommendation
- Listing
- Menu/ Search
- Checkout/ Loading
- PLP/ PDP/ Rate & Comment
- VOD/ Streaming/ Rating
- Map

Problem Solving for Product Managers

- KPI
- MVP

Technical Knowledge of software development

- How Does the Internet Work?
- Technology Stack: Programming Languages Tree - Databases - DevOps - Docker - AWS - K8S
- How Coffees turns into product?! Deploy - Staging - Production - CICD - Code Reusability - Unit Tests - Technical Analyse - Branch - Merge - PR - Mock Api - Load Test - Canary Deployment - Bug Report - Technical Debt

SQL for Product Managers

- Introduction of SQL
- SQL & Relational databases
- Filtering data with SQL
- Best practices for using SQL for product managers
- How to write SQL queries?
- Common questions you can try answering with SQ
- Best practices for using SQL for product managers

Product Strategy

- Product Strategy Models
- KPI in Product Strategy
- Product Strategy in Platforms
- Pricing Strategy

Stakeholder Management

- Stakeholder Management Models
- Experience Sharing

Tools for Product Managers

- Google Analytics
- Google Tag manager
- Jira
- Figma

Job Interview

- How to write Resume
- How to Present ourselves
- Technical interview



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