



Tech Hub Academy

Product **Manager** Launchpad Syllabus

Duration: 12 Weeks





Product Manager Launchpad Details

Duration: 12 Weeks

Level: Beginner-Friendly
(No Technical
Background Required)

Format: Live Classes + Practical
Assignments + Capstone Project
Certification: Awarded Upon
Successful Completion



About Tech Hub Academy

Tech Hub Academy was founded with a clear purpose:

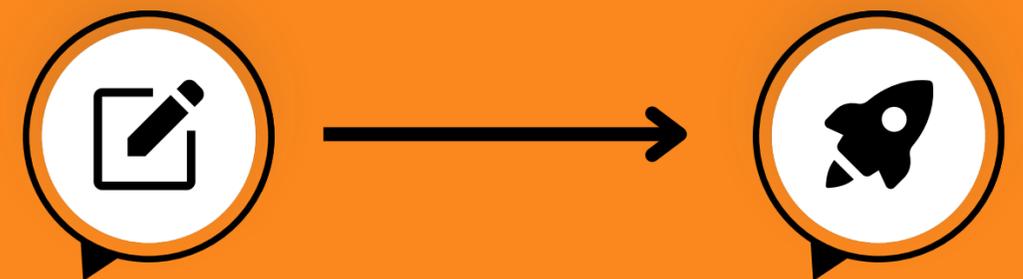
To bridge the gap between learning and real-world execution in tech.

We observed that many aspiring tech professionals complete courses but struggle to:

1. Apply what they learned
2. Build real-world projects
3. Explain their thinking in interviews
4. Demonstrate practical competence

The tech industry does not reward passive learning; it rewards ***problem-solvers, builders, and critical thinkers.***

We do not focus on theory alone.
We focus on execution, clarity, and confidence.





Product Manager Launchpad

The Product Manager Launchpad is a structured, hands-on program designed to help beginners and career switchers develop the skills required to step confidently into **product management** roles.

1. Product thinking
2. User-centered problem solving
3. Documentation and communication
4. Strategic decision-making
5. Real-world project execution

Students will complete a capstone project that mirrors real industry workflows and will graduate with a portfolio-ready case study.



PROGRAM GOALS

By the end of this program, students will be able to:

1



Understand the core responsibilities of a Product Manager

2



Conduct basic user research and validate product ideas

3



Define clear problem statements and product visions

4



Prioritize features using structured frameworks

5



Write professional Product Requirement Documents (PRDs)

6



Create and interpret product roadmaps

7



Collaborate effectively with designers and engineers

8



Define success metrics and evaluate product performance

9



Present product ideas with clarity and confidence

Program Structure

The program is divided into 4 Phases:

1. Foundations of Product Management
2. Product Discovery & Strategy
3. Product Delivery & Execution
4. Stakeholder Management, Capstone Project & Portfolio Building



**PHASE 1: FOUNDATIONS OF
PRODUCT MANAGEMENT
(Weeks 1–3)**



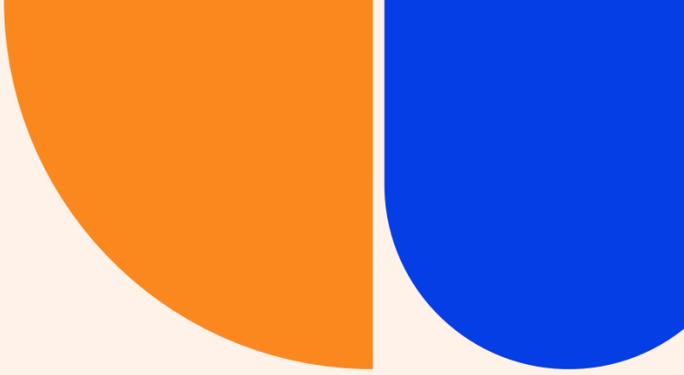
Week 1: Introduction to Product Management

1. What is a Product?
2. What Product Management really is (and what it is not)
3. The role of a Product Manager in modern tech teams
4. Types of Product Managers (B2B, B2C, Growth, Platform, Technical PM)
5. Product Manager vs Project Manager vs Product Owner
6. Product mindset and problem-first thinking
7. Key PM responsibilities across the product lifecycle
8. Common PM myths and career realities



Week 2: Product Thinking & Problem Definition

1. User-centered product development
2. Identifying user problems vs business assumptions
3. User personas and segmentation
4. Jobs-To-Be-Done (JTBD) framework
5. Qualitative vs quantitative research
6. Conducting user interviews
7. Writing user problem statements
8. Validating problems before building solutions



Week 3: Metrics & Product Vision

1. Understanding business goals and constraints
2. Market research fundamentals
3. Competitive analysis techniques
4. Feature parity vs differentiation
5. SWOT analysis for product decisions
6. Identifying value propositions
7. Product-market fit fundamentals
8. Defining success metrics from a business lens

**PHASE 2: PRODUCT DISCOVERY
& STRATEGY (Weeks 4-6)**

Week 4: User Research & Validation

1. Product vision and strategy fundamentals
2. Aligning product goals with business objectives
3. Defining product goals and outcomes
4. OKRs for Product Managers
5. Feature prioritization frameworks (RICE, MoSCoW, Kano)
6. Building product roadmaps
7. Short-term vs long-term planning
8. Managing trade-offs and constraints



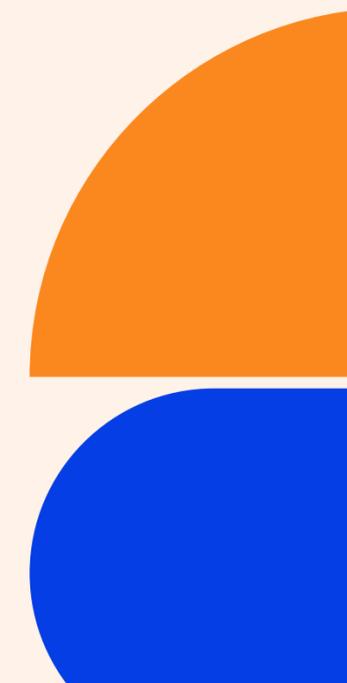
Week 5: MVP & Feature Prioritization

1. Writing clear product requirements
2. PRDs (Product Requirements Documents)
3. User stories and acceptance criteria
4. Functional vs non-functional requirements
5. Defining MVPs
6. Assumptions, risks, and dependencies
7. Aligning requirements with stakeholders



Week 6: Product Strategy & Roadmapping

1. Working effectively with designers
2. Design thinking principles
3. Translating problems into UX flows
4. Wireframes vs mockups vs prototypes
5. Reviewing and giving feedback on designs
6. Accessibility and usability basics
7. Aligning UX decisions with business goals





**PHASE 3: PRODUCT DELIVERY &
EXECUTION (Weeks 7–9)**





Week 7: Writing Product Requirement Documents (PRDs)

1. Understanding engineering workflows
2. Agile vs Waterfall (when and why)
3. Scrum fundamentals for PMs
4. Sprint planning and backlog grooming
5. Communicating with engineers
6. Technical constraints and feasibility
7. Managing scope and trade-offs
8. Handling blockers and dependencies

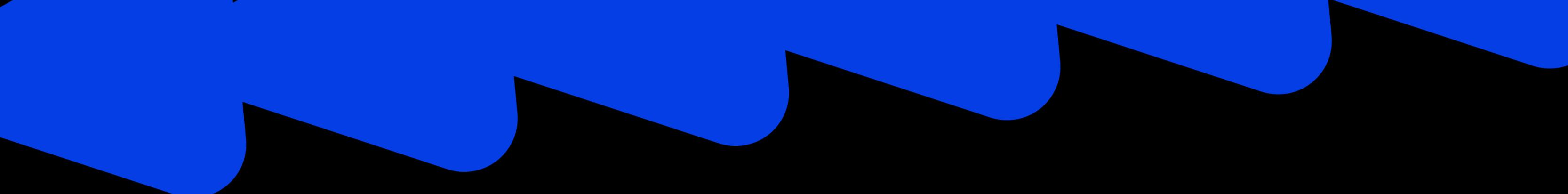
Week 8: Working with Designers & Engineers

1. From build to launch: PM responsibilities
2. QA and user acceptance testing (UAT)
3. Beta testing and feedback loops
4. Go-to-market planning
5. Internal and external launch coordination
6. Release notes and stakeholder communication
7. Managing launch risks



Week 9: Product Metrics & Iteration

1. Defining product success metrics
2. North Star metrics
3. Product KPIs
4. Funnels and user journeys
5. A/B testing fundamentals
6. Using data for product decisions
7. Post-launch analysis
8. Continuous improvement cycles



**PHASE 4: STAKEHOLDER MANAGEMENT
& CAPSTONE PROJECT (Weeks 10–12)**



Week 10: Stakeholder Management & Communication

1. Managing cross-functional stakeholders
2. Aligning business, design, and engineering
3. Handling conflicting priorities
4. Executive communication for PMs
5. Writing product updates
6. Presenting product decisions
7. Managing feedback and expectations

Week 11: PM Tools & Workflows

1. Common PM tools overview
2. Jira, Confluence, Notion
3. Product discovery tools
4. Roadmapping tools
5. Documentation best practices
6. Collaboration tools
7. Creating a personal PM workflow
8. Metrics framework

Week 12: Final Presentation & Evaluation

1. End-to-end product case study
2. LinkedIn optimization
3. PM CV writing
4. Storytelling for PM portfolios
5. Presenting your product case
6. Interview-ready explanations
7. Career positioning basics

TOOLS COVERED

1

Google Docs / Notion (Documentation)

2

Trello / Jira (Basic backlog concepts)

3

Miro / FigJam (User flows & collaboration)

4

Basic Figma understanding (collaboration perspective)

5

Spreadsheets for basic analysis



Nsison Uko

(Product Manager, SEAL RICHARDS &
Product Coach, HerTechTrail)

About Nsiong Uko

Nsiong is a passionate Product Manager Instructor dedicated to equipping aspiring product professionals with the practical skills, frameworks, and confidence needed to thrive in real-world product environments. With a strong focus on hands-on learning and industry relevance, she has successfully designed and delivered structured product management learning pathways across five cohorts, empowering over 300 students to transition from theory to practical product thinking.

Through mentorship, practical case studies, and capstone project coaching, Nsiong has supported the development of more than 45 job-ready product portfolios used for internships, employment, and freelance opportunities. Her learner-centered approach has driven measurable impact, including a 60% improvement in project execution confidence, a 35% increase in assessment participation and submissions, and a 40% rise in course completion and certification rates.

About Nsiong Uko Cont'd

Beyond the classroom, she actively fosters collaborative learning communities by promoting peer-to-peer engagement, accountability, and continuous feedback loops, ensuring sustained learner retention and meaningful participation throughout the program.

Nsiong is committed to shaping the next generation of product leaders by bridging the gap between learning and real-world product execution.



Winner Taiwo

(Product Manager, Light Design Factory)

About Winner Taiwo

Winner is a dedicated Product Manager Tutor who believes that great products, like great design, go beyond functionality to shape how people feel, connect, and thrive in the world around them. Driven by the transformative power of AI and technology, he is passionate about helping students reimagine product thinking as a tool for accessibility, impact, and meaningful human experiences.

His professional journey began in fintech, where he spent over three years designing and scaling systems that simplified complex financial operations. From improving reconciliation processes for over 500 B2B enterprises to reducing operational inefficiencies by 15% and enabling teams to ship features 28% faster, Winner developed a strong foundation in systems thinking, execution, and scalable product delivery experience. He now translates this experience into practical, real-world learning for aspiring product managers.

About Winner Taiwo Cont'd

As a tutor, Winner equips students with hands-on product thinking, guiding them through real case studies, execution frameworks, and portfolio-ready projects that prepare them for internships, jobs, and freelance opportunities. He is deeply committed to mentorship, helping learners bridge the gap between theory and real-world product execution while building confidence, creativity, and strategic clarity.

Beyond tutoring, Winner contributes to product and project execution across the Light Design Factory ecosystem, spanning AI-powered interior design platforms, virtual designer training programs, and social impact initiatives transforming underserved communities through thoughtful design experiences. This work shapes his teaching philosophy, grounding every lesson in innovation, storytelling, and real-world impact.

As a Product Manager and Tutor, Winner thrives at the meeting point of vision and execution, guiding students from ideas to real, valuable products that positively impact people and communities.

Certificate Authenticity & Academic Integrity

At Tech Hub Academy, we believe that a certificate should represent demonstrated competence, not mere participation.

The Product Manager Launchpad Certificate is awarded only to students who successfully meet the academic and practical requirements of the program.



"I had zero tech background and was honestly intimidated at first. What stood out about Tech Hub Academy was how beginner-friendly everything was. The tutors explained concepts clearly and focused on real-life application, not just theory."



Aisha M.

Aspiring Product Manager



"This wasn't just watching videos. I actually worked on real product problems, wrote PRDs, and understood how product decisions are made in real companies. That practical approach made all the difference."



Daniel K.

Product Management Trainee



"The feedback from tutors was very detailed and honest. It helped me understand where I needed to improve and how to think like a Product Manager. You can tell the tutors actually work in the industry."



Blessing O.

Career Switcher

TO MAINTAIN THE CREDIBILITY AND VALUE OF OUR CERTIFICATION:

Attendance is monitored throughout the program.

Weekly assignments are assessed for originality and depth of understanding.

Quizzes are given at the end of each lesson

Capstone projects must reflect independent thinking and practical application.

Final presentations are evaluated based on clarity, structure, and product reasoning.

Plagiarism, copied case studies, or AI-generated submissions without critical interpretation are strictly prohibited. Any violation of academic integrity standards may result in disqualification from certification.

Each certificate issued by Tech Hub Academy:

- Is uniquely verifiable
- Represents successful completion of a structured, mentor-guided program
- Confirms hands-on project execution and final evaluation
- Reflects industry-aligned learning standards

We are committed to ensuring that every graduate of the Product Manager Launchpad leaves not only with a certificate, but with real skills, real confidence, and real project experience.

Conclusion

The Product Manager Launchpad is more than a training program; it is a structured pathway into practical product thinking and real-world execution.

At Tech Hub Academy, our goal is to prepare learners for meaningful participation in product teams.

We do not promise shortcuts.

We promise structure, mentorship, and accountability.

Graduates of this program will leave with:

- A deeper understanding of how products are built and managed
- The ability to articulate product decisions clearly
- A practical capstone project demonstrating applied competence
- A certificate that reflects genuine effort and achievement

We look forward to welcoming committed learners into the Product Manager Launchpad and supporting them as they take the next step in their tech journey.

