



**QUILLANCE  
INFOTECH PVT LTD.**

## **Product Management Program**

The Quillance Product Management Program is a complete beginner-to-advanced training program designed to help learners master product strategy, market research, user experience, Agile workflows, product development, and business decision-making used by modern startups and technology companies.



# Program Overview

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## What You Will Learn

- Understand product development lifecycles and workflows
- Learn market research and customer analysis techniques
- Create product roadmaps and feature strategies
- Work with Agile and Scrum methodologies
- Understand user experience and product optimization
- Develop business-focused product decision-making skills

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## Career Opportunities

- Beginner-Friendly Live Sessions
- Hands-On Product Case Studies & Assignments
- Real-World Product Simulations
- Mentor Guidance & Strategy Discussions
- Product Presentation & Communication Practice
- Career Preparation & Mock Interviews

# **Live Projects You'll Build**

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- **Project 1 – Product Research & Market Analysis**

Conduct competitor research and analyze customer needs.

- **Project 2 – Product Requirement Document (PRD)**

Create detailed product requirement and feature planning documents.

- **Project 3 – Mobile App Product Strategy**

Design a product roadmap and user flow for a startup application.

- **Project 4 – User Experience Improvement Plan**

Analyze user feedback and improve product usability.

- **Project 5 – Product Launch Strategy Simulation**

Create and present a go-to-market strategy for a digital product.

## MODULE 1

# Product Management Fundamentals

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### TOPICS COVERED:

- Introduction to Product Management
- Product Lifecycle Fundamentals
- Understanding Customer Needs & Market Research
- Product Vision & Goal Setting
- Business Models & Startup Fundamentals
- Communication & Collaboration Skills

### SKILLS GAINED:

- Product Thinking Skills
- Market Understanding
- Business Communication Skills
- Product Workflow Knowledge

### PRACTICAL LEARNING:

- Understand product workflows
- Analyze customer problems and needs
- Explore product lifecycle stages
- Learn business and startup fundamentals

## MODULE 2

# Market Research & Product Strategy

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### TOPICS COVERED:

- Market Research Techniques
- Competitor Analysis & SWOT Analysis
- Customer Persona Development
- Product Positioning & Branding
- Feature Prioritization Techniques
- Product Roadmap Planning

### SKILLS GAINED:

- Market Research Skills
- Product Strategy Development
- Competitor Analysis Understanding
- Roadmap Planning Skills

### PRACTICAL LEARNING:

- Conduct competitor research
- Build customer personas
- Create product roadmaps
- Analyze product-market fit

## MODULE 3

# Agile, Scrum & Product Development

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### TOPICS COVERED:

- Agile Methodology Fundamentals
- Scrum Framework & Sprint Workflow
- Product Backlog & Sprint Planning
- User Stories & Acceptance Criteria
- Team Collaboration & Stakeholder Communication
- Product Documentation & Reporting

### SKILLS GAINED:

- Agile Workflow Understanding
- Scrum Management Skills
- Product Documentation Skills
- Team Coordination Abilities

### PRACTICAL LEARNING:

- Work with Agile workflows
- Create sprint plans and product backlogs
- Write user stories and product requirements
- Collaborate in team-based product simulations

## Module 4

# User Experience (UX) & Product Optimization

### TOPICS COVERED:

- User Experience (UX) Fundamentals
- Customer Journey Mapping
- Product Wireframing Basics
- User Feedback & Product Improvement
- A/B Testing & Product Optimization
- Product Metrics & KPI Analysis

### SKILLS GAINED:

- UX Understanding
- Product Optimization Skills
- Customer-Centric Thinking
- Product Analytics Knowledge

### PRACTICAL LEARNING:

- Analyze user behavior
- Improve product usability
- Conduct product feedback analysis
- Understand product performance metrics

## Module 5

# Advanced Product Management & Business Growth

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### TOPICS COVERED:

- Advanced Product Strategy
- Go-To-Market (GTM) Strategy
- Product Growth & Scaling Concepts
- Product Analytics & Data-Driven Decisions
- Leadership & Stakeholder Management
- Product Innovation & Business Expansion

### PRACTICAL LEARNING:

- Strategic Product Management
- Leadership & Decision-Making Skills
- Product Growth Understanding
- Business Strategy Knowledge

### ADVANCED CONCEPTS INCLUDED:

- Product Scaling Strategies
- Business Growth Planning
- Revenue & Monetization Models
- Product Decision Frameworks
- Product Leadership Skills
- Strategic Product Thinking

### PRACTICAL LEARNING:

- Build product growth strategies
- Analyze business performance
- Create GTM plans and launch strategies
- Work with product analytics and decision-making

## Module 6

# Live Product Project & Team Collaboration

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### TOPICS COVERED:

- Product Planning & Ideation
- Agile Team Collaboration
- Product Requirement Documentation
- Product Presentation & Reporting
- Product Feedback & Iteration
- Final Product Strategy Presentation

### SKILLS GAINED

- Real-World Product Experience
- Team Collaboration Skills
- Product Presentation Skills
- Product Planning Understanding

### ADVANCED CONCEPTS INCLUDED:

- Work on product-based case studies
- Collaborate in Agile product teams
- Create and present product strategies
- Analyze user and market feedback

## Module 7

# Placement & Career Preparation

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### TOPICS COVERED:

- Resume Building & ATS Optimization
- LinkedIn & Professional Branding
- Product Management Interview Preparation
- Product Case Study Practice
- Mock Interviews & HR Preparation
- Career Guidance & Leadership Development

### CAREER SUPPORT INCLUDES:

- Resume & LinkedIn Reviews
- Mock Product Interviews
- Product Case Study Discussions
- Internship & Placement Assistance
- Career Mentorship Sessions
- Professional Communication Training

### OUTCOMES

Students will be prepared for internships, product management roles, business analysis opportunities, and startup product careers.



**QUILLANCE  
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# Thank You!!



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