PURPLE GRIFFON
The IT Service Management Training & Consultancy Specialists

Course Title: BCS Practitioner Certificate In Digital Product Management	**Course Duration**: 3.0 Days
Exam: Included	**Exam Type**: Proctored Exam
Qualification: BCS Practitioner Certificate In Digital Product Management Certificate	

Course Syllabus

Our BCS Practitioner Certificate in Digital Product Management training course syllabus will cover the following:

1. EFFECTIVE STAKEHOLDER MANAGEMENT AND COMMUNICATION TECHNIQUES

1.1 Describe the role of the Product Manager.
1.2 Identify stakeholder categories using the stakeholder wheel.
1.3 Apply effective methods to communicate with stakeholders at various levels.
1.4 Apply the power/interest grid to categorise stakeholders.
1.5 Choose an appropriate stakeholder management strategy.
1.6 Explain the importance and methods of gaining stakeholder buy-in.
1.7 Apply problem solving techniques.

2. ANALYSE THE INTERNAL AND EXTERNAL ENVIRONMENT AND UNDERTAKE MARKET ANALYSIS

2.1 Analyse the business environment using an appropriate framework.
2.2 Explain the importance of alignment between commercial considerations and overarching business strategy.
2.3 Explain how the organisation’s IT environment supports product development, delivery and marketing activities.
2.4 Apply legal requirements, legislation and organisational guidelines relevant to digital product development.
2.5 Prepare an analysis using Porter’s value chain.
2.6 Apply customer research methodologies taking into account the diversity of the target market.
2.7 Analyse the market to determine its size.
2.8 Prepare and monitor budgets to manage costs and maximise revenue.
2.9 Apply data analysis to evaluate research findings.

3. THE PRODUCT DELIVERY LIFECYCLE

3.1 Create a product roadmap.
3.2 Explain the purpose of a vision for the product and the organisation.
3.3 Create and apply personas to inform decision making.
3.4 Analyse the stages of the product delivery lifecycle.
3.5 Describe the concept of pivoting.
3.6 Apply risk management techniques throughout the product delivery lifecycle.
3.7 Apply appropriate quality assurance and quality control methods.
3.8 Choose appropriate testing methods to evaluate compliance with product requirements
3.9 Analyse metrics to monitor product performance.

4. PRODUCT DEVELOPMENT TECHNIQUES

4.1 Apply prioritisation techniques.
4.2 Apply product development techniques.
4.3 Create business cases, user stories and use cases.
4.4 Explain the concept of minimum viable product
4.5 Describe various prototyping approaches.
4.6 Explain what sustainable product development is.
4.7 Describe the key features of different coding languages and use terminology associated with coding.

5. METHODS AND TECHNIQUES OF MARKETING

5.1 Analyse the different types of user acquisition models.
5.2 Describe concepts used to promote a product into the market.
5.3 Describe digital marketing techniques.
5.4 Describe the advantages and disadvantages of various advertising methods.

Course Overview

Our comprehensive four-day BCS Practitioner Certificate in Digital Product Management training course is designed to elevate your proficiency in product management, this program delves into the intricacies of digital product management skills and techniques, providing a holistic understanding independent of any specific framework.

In today's dynamic business landscape, the role of a product manager has evolved significantly, with digital products playing a pivotal role in the success of organisations. This course has been meticulously crafted to address the evolving needs of professionals like you, seeking to navigate the complexities of digital product management with confidence and strategic acumen.

Course Learning Outcomes

Our BCS Practitioner Certificate in Digital Product Management training course will teach you to become proficient in the following:

- Effective stakeholder management and communication techniques
- How to analyse the internal and external environment and undertake market analysis
- The product delivery lifecycle
- Product development techniques
- Methods and techniques of product marketing
- The product development cycle
- How to analyse the business environment and undertake market research

Audience

Our BCS Practitioner Certificate in Digital Product Management training course is tailored for Product management professionals who are interested in expanding their skills as a digital product manager and supporting change within their organisation.

Entry-Level Requirements

Though there are no formal entry requirements for our BCS Practitioner Certificate in Digital Product Management training course. Candidates may find some industry experience of product and/or project management beneficial. Training with a BCS accredited training provider is strongly recommended.

Recommended Reading

Our BCS Practitioner Certificate in Digital Product Management training course syllabus will include training objectives, details of modules and learning hours, plus a recommended reading list.

What's Included

Our BCS Practitioner Certificate In Digital Product Management includes the following:

- Pre-reading
- Course Manuel
- Quizzes
- Exercises
- BCS Practitioner Certificate In Digital Product Management Exam.
- Syllabus containing training objectives, details of modules and learning hours, plus a recommended reading list.

Exam Information

BCS Practitioner Certificate in Digital Product Management Examination:

- Delivery: Digital Format
- Closed Book
- Duration: 90 minutes
- Format: Multiple Choice
- Number of questions: 40
- Pass Mark: 65%. (26/40)
- Supervised

What's Next

You might enjoy our two-day SAFe® Product Owner / Product Manager Training Course.

You will explore how to apply Lean thinking to decompose Epics into Features and Stories, refine Features and Stories, manage Programme and Team backlogs, and to plan and execute Iterations and Programme Increments. You will also discover how the Continuous Delivery Pipeline and DevOps culture contribute to the relentless improvement of the ART.

You may also enjoy our three-day PRINCE2® Foundation (7th Edition) Training Course.

PRINCE2® was first launched in 1996, and has had six editions, the last update being in 2017. PRINCE2® 7 Edition seeks to respond to a number of changes that have taken place in our world and in the discipline of project management since then.

The digital revolution, the speed of change, the rise of Agile ways of working, and the increased volatility and uncertainty of all aspects of life mean that project management must evolve to meet these demands.

When updating guidance there can be a tendency to simply add new material to the existing content, resulting in more rather than better guidance.

Instead, the decision was taken to go back to basics and challenge every aspect of PRINCE2® to ensure that its inclusion was required and contributed to the guidance being fit for purpose now and for some years to come.

Our three-day PRINCE2® Foundation (7th Edition) training course will teach you the key concepts relating to projects and PRINCE2®.

Our PRINCE2® training courses are based on the 7th Edition of PRINCE2®:

- PRINCE2® Foundation (7th Edition)
- PRINCE2® Practitioner (7th Edition)
- PRINCE2® Foundation & Practitioner (7th Edition)

Additional Information

Our BCS Practitioner Certificate in Digital Product Management training course offers several benefits to individuals and organisations, including but not limited to:

- **Enhanced Skills and Knowledge**: Training provides participants with a deep understanding of digital product management concepts, methodologies, and best practices.
- **Strategic Product Thinking**: Training programs often emphasise strategic thinking in digital product management. Participants learn how to align product development with business goals.
- **Cross-Functional Collaboration**: Product management involves collaboration across various teams, including development, marketing, sales, and customer support.
- **Market Awareness**: Participants gain insights into market trends, competitor analysis, and customer behavior. This awareness is crucial for making informed decisions about product features, enhancements, and positioning.
- **Risk Management**: Digital product management training often covers risk assessment and mitigation strategies.
- **Career Advancement**: Completing a recognised digital product management training program can enhance career prospects.
- **Measurable Outcomes**: Digital product management training often emphasises metrics and key performance indicators (KPIs) to measure the success of product initiatives.

Digital Product Management provides a structured and comprehensive approach to developing the skills and knowledge needed to excel in managing digital products, contributing to both personal and organisational success.