

PRODUCT MANAGEMENT

While students in large colleges study mass amounts of theory, we offer up to date, fresh and relevant product management classes **focused on practical work methods, adapted to industry needs** so you can penetrate the job market with enough confidence and the right experience to do your job right.

Our classes are taught by industry experts, those who work simultaneously as interviewers and recruiters in high-tech companies and know exactly what it takes to succeed. Each student learns **only** what they need to know for their future jobs – for this reason, all candidates are screened and evaluated before admission in order to guarantee the highest level of learning and ensure future career opportunities.

What does this mean for you? You gain the best hands-on experience and pay less money - two birds, one stone.

Our knowledge, your future



Individuals

Our product management courses focus on practical knowledge; in class exercises, homework assignments and learning in small groups which allows for personal attention and better understanding of the material.



Companies

We offer customized product management courses and workshops according to your company needs. Course materials are suited to your everyday tasks and training requirements.



“Find Work”

Our goal is helping you achieve a total career upgrade and land that dream job. That's why we built a Professional Branding Intensive Course that gives our students a competitive edge over other candidates.

COMPANY DETAILS

HEADQUARTERS

Ramat Gan, Tel Aviv District

YEAR FOUNDED

2015

COMPANY TYPE

Educational Institution

COMPANY SIZE

40-50 employees

Course Overview

A good product manager will take a project and assure it comes to life in a timely manner according to company goals. A great product manager will look at the product and ask three big questions: “should we build this?”, “why?” and “what are the risks?” These product managers are bad idea terminators- they know how to identify ideas that should be eliminated, and how to assure the best ideas prevail. After our product management course, you will be one of those great product managers. You will confidently ask the right questions, prioritize efficiently, and lead your team to product success. You will gain insight into how working product experts approach setting goals, interviewing users, choosing the right experiment, communication with stakeholders, and much more. You will walk away with an arsenal of new frameworks and methods in your product toolkit that will immediately apply to your day-to-day work.

Unlike other courses that just throw information at you, our course is highly interactive, and you'll apply the fundamentals that you've learned to your own project so that at the end of the course, you'll have your own project to talk about during your Product Management interviews.



Learn from industry experts

As industry-recognized product managers, our instructors will teach you current and in-demand skills.



Work on a real-life user problem

Build a portfolio of real client work that showcases your talent and kick-starts your career in product management.



Learn amongst professionals

With a network of likewise professionals, enjoy the unique perspective and professional experience of your classmates.



Connect with the industry

Expect dedicated career guidance, access our industry hiring partners, and find your future in product marketing management.

THE INSTRUCTORS



Gadi Palatchi

Senior Product Manager
Microsoft



Maayan Aharon

Senior Product Manager
Meta



Efrat Gilboa

Principal Product Manager
Microsoft



Daniel Naim

Senior Product Manager
Google



Jeremie Guedj

Principal Product Manager
Meta



David Agasi

Senior Product Manager
Meta



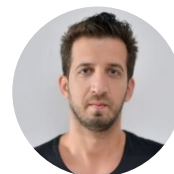
Or Shavit

VP General Manager
SciPlay



Yaron Knochen

Director of Product
Management
CrowdStrike



David Gal

VP PM of Autonomous
Vehicles
Mobileye



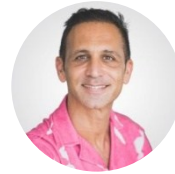
THE INSTRUCTORS



Ofer Weissblum
VP Product Management
Pagaya



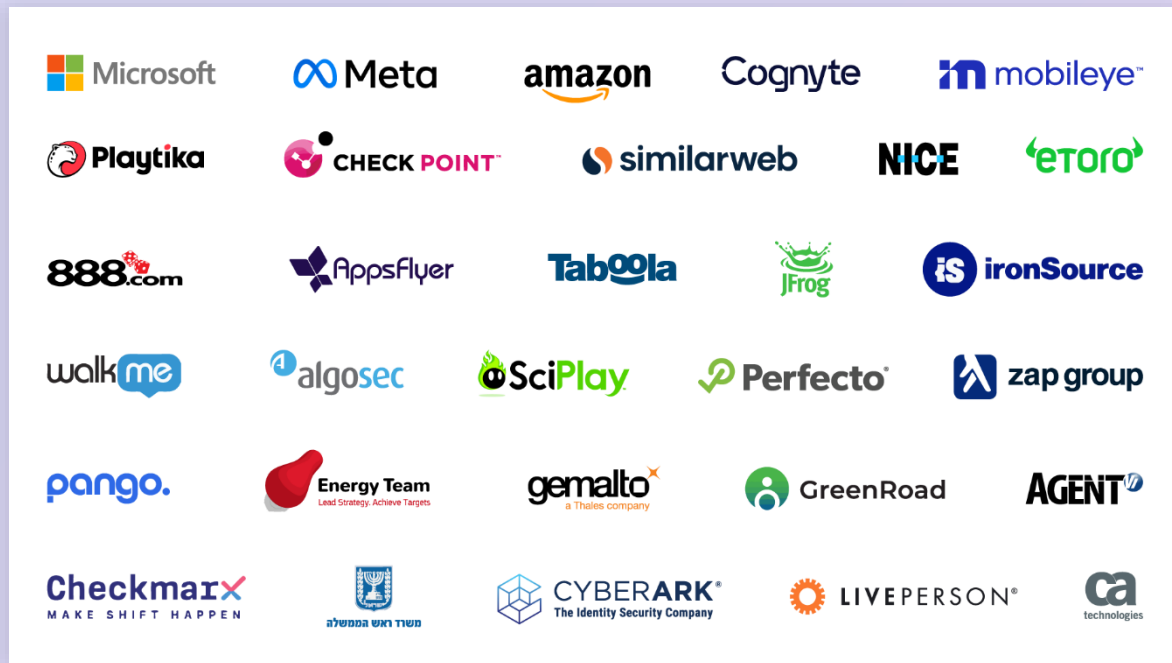
Ziv Baum
Director of Product
Management
Navan



Yaron Rosen
VP Product Management
Aqua Security



OUR ALUMNI WORK WITH THE BEST



WHAT YOU'LL LEARN

+ Introduction to Product Management

Learn the fundamentals of product management including product life cycle, markets, and metrics. Uncover the objectives of a product manager and what the role entails.

- What is a product?
- Lean methodology
- MVP
- Pivot

+ Customer and User Needs

Develop user personas — who is your product relevant to and what problem does it solve? Understand user feedback and how to use data to your advantage.

- Different customers vs. user types
- Ideas
- Personas
- User feedback

+ Product Lifecycle Management

Learn how to prioritize, create, and evaluate your product development sprints. Understand the purpose of common SCRUM activities and gain practical experience working with Agile methods and creating user stories.

- Product Methodology
- Shifting your Product Methodology as you scale up
- Themes, Epics, and user stories
- Project management tools (Trello)

+ Product Planning & Prioritization

With lots of opportunities and many stakeholders to satisfy, deciding which initiatives to include in your future product may be difficult. Validate your product market fit by identifying business goals and making educated assessments that guide your product prioritization.

- Business Goals
- Prioritization
- Effort Estimation
- Estimate the Value

+ Product Discovery & User Experience

By understanding key UX principles of storyboarding, wireframing, and prototyping, you will test your prototypes according to a product experience map and learn the tools needed to advance your product.

- The importance of UI/UX
- How to create wireframes and mockups
- Research and flows to advance your product
- Figma - Design tool

+ Defining Success: Product Analytics & KPIs

Identify, track, and measure your key product metrics. As the saying goes: "What can be measured can be managed." By establishing an optimal conversion funnel, learn growth hacking techniques to expand your product's reach.

- AARRR
- Metrics (KPIs) and OKRs
- A/B testing
- Optimization and funnels
- Analytics tools (Mixpanel)

+ Get in with the Tech

Make sense of the ins and outs of APIs and web applications, and what it means to develop a product within your very own technology stack so you can effectively manage your development team and become equipped with developing and managing digital products.

- System design
- Main concepts
- The Design of popular apps

+ Roadmap and Product Strategy

Your vision outlines a desired future state, while your product strategy and roadmap communicate the required steps needed to get there. Learn strategic planning techniques and understand current market analysis to gain a competitive edge.

- Vision
- Product strategy
- Market analysis: Porter's model and SWOT analysis
- Competitive and market analysis

+ Product Growth Strategy

After successfully identifying a target customer and serving them with the right product (AKA Product Market Fit), in order for your product to be successful over time, it needs a Growth strategy.

- How to know you've hit Product Market Fit
- Optimizing Activation & Retention
- Expanding market share and product value
- The Growth levers

+ Mastering AI Product Management and Integration

Create, manage, and enhance AI-powered products for maximum efficiency and growth. Integrate AI seamlessly into existing workflows, increasing productivity. This module helps drive and scale AI initiatives.

- Building, scaling, and optimizing AI-powered products
- Advanced metrics for evaluating AI product performance
- Efficient AI Integration into existing workflows
- Identify and leverage AI automation to streamline processes

+ The Soft Skills You Will Need to Succeed

To be a successful product manager, you must be a leader. You must know how to communicate effectively, negotiate, prioritize, lead without authority, and inspire. Learn the soft skills necessary to lead as a PM.

- Networking
- Leadership & communication skills
- Influence without authority - working with cross functional team members
- Time management and presentation skills

+ Get Multiple Product Management Job Offers

Now that you have developed, tested, and created your own product, it's time to launch your career! Explore employment opportunities and the next steps in your journey as a product manager.

- Product analytics
- Product design questions
- Diagnose questions
- Strategy questions
- Behavioral questions

LEARNING OUTCOMES

+ On successful completion of this course, you will master:

- **Product Lifecycle**
Understand every stage of the product lifecycle, from ideation to launch, and become an expert in navigating markets and metrics.
- **Lean Methodology**
Learn the lean principles to create Minimum Viable Products and pivot effectively based on market feedback.
- **Customer-Centric Design**
Develop detailed user personas and leverage user feedback to create products that solve real problems and resonate deeply.
- **Agile Product Development**
Gain hands-on experience with Agile methods, SCRUM activities, and project management.
- **Strategic Product Planning**
Prioritize initiatives, validate product-market fit, and make data-driven decisions aligned with business goals and stakeholder needs.
- **User Experience Mastery**
Create compelling wireframes, mockups, and prototypes that enhance the user experience and product usability.
- **Data-Driven Success**
Identify, track, and optimize key product metrics and KPIs to ensure your product's growth and success through advanced analytics and growth hacking techniques.
- **Technical Proficiency**
Understand system design, APIs, the technology stack, and more, to effectively manage development teams and digital products.

- **Visionary Road mapping**
Develop a clear vision and strategic roadmap for your product, using market analysis tools to stay ahead of the competition.
- **Growth and Market Expansion**
Define and execute strategies to achieve product-market fit, optimize user activation and retention, and expand your product's market share.
- **AI Integration and Innovation**
Lead the development and optimization of AI-powered products, seamlessly integrating AI to drive scalable growth.
- **Essential Soft Skills**
Cultivate leadership, communication, and negotiation skills to inspire and lead cross-functional.
- **Career Advancement**
Prepare to land multiple job offers by mastering product management interview techniques, from product analytics to strategy and behavioral questions, ensuring you stand out in the job market.

READY TO CHANGE THE WORLD?

Someone has to do it, why not you?

APPLY NOW