Schedule: Saturdays & Sundays, 2 hours/day
Duration: 4 Weeks (Total 8 sessions)
Target Audience: Final-year undergrads, recent graduates, aspiring product managers

Course Goals

- Understand product management roles, tools, and techniques
- Build core skills in MVP design, road mapping, personas, and PRDs
- Learn Agile fundamentals and product development cycles
- Prepare for entry-level product management roles in Nepal

Week 1: Understanding the PM Role

Day 1 (Saturday): Introduction to Product Management

- What is a product?
- Role of a Product Manager (with Nepal-based examples: eSewa, Khalti, Daraz)
- PM vs Project Manager vs Product Owner
- Types of companies in Nepal hiring PMs
- **Activity**: Group discussion on successful products in Nepal

Day 2 (Sunday): Skills & Tools for PMs

- Top skills: Communication, prioritization, tech understanding, user empathy
- Introduction to tools: Trello, Jira, Notion, Figma, Google Forms
- **Activity**: Trello board demo and setup for a sample product feature

Week 2: Strategy, Market Fit & Users

Day 3 (Saturday): Vision, Strategy & Roadmaps

- Vision vs Goals vs Strategy
- Roadmap formats: Now-Next-Later, Goal-oriented
- **Activity**: Build a roadmap for a student discount or digital ID app

Day 4 (Sunday): Research & Personas

- Primary vs Secondary research (surveys, interviews)
- Building user personas in a Nepali context (urban vs rural)
- **Activity**: Persona workshop (teams create and present user profiles)

Week 3: Lean Execution & Agile Frameworks

Day 5 (Saturday): MVP & Product-Market Fit

- What is MVP? Examples from Nepal
- Product-Market Fit explained
- **Activity**: MVP Canvas creation for your app idea

Day 6 (Sunday): Agile, Scrum & Ceremonies

- Agile values and Scrum ceremonies (standup, retro, sprint planning)
- Agile in Nepali teams: hybrid practices
- **Activity**: Simulate a daily standup and sprint planning session

Week 4: Execution, Feedback & Career Path

Day 7 (Saturday): Backlog, Testing & Feedback

- Writing user stories and acceptance criteria
- Collecting feedback and A/B Testing basics
- **Activity**: Write a PRD + 3 user stories based on your app idea

Day 8 (Sunday): Career Prep & Final Presentation

- PM resume tips, LinkedIn branding, job boards in Nepal
- Interview types: product sense, execution, strategy
- **Activity**: Mock interview + Final presentation of your product idea (5 mins)

Resources Provided

- Slides for each session
- Trello and persona templates
- PRD and roadmap examples
- Course workbook PDF
- Mock interview questions

Optional Capstone Project
Deliverables:

- Product Vision Statement
- User Persona
- MVP Canvas
- Roadmap (Now-Next-Later)
- 3 Sample User Stories