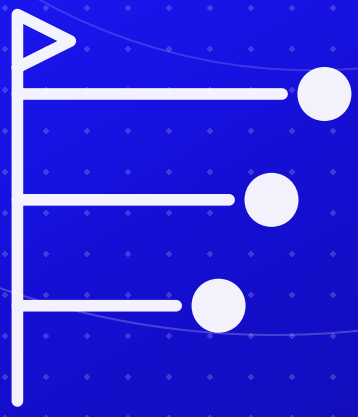
UrbanScholar

PROGRAM BROCHURE

CAREER TRACK · PRODUCT MANAGEMENT

PRODUCT MANAGEMENT



A decision-first product management track — discovery, roadmapping, and metrics — for learners who want to ship real product decisions, not just write documents.

8–10 WEEKS | **7** MODULES | **6** CAPSTONES | **2** PROGRAM TRACKS

TWO TRACKS · KICKSTART & CAREER

Program Overview

How this track builds real product decision-making skills

Every module ends in a decision, not a document. PM is a decision-making discipline, so this track is built around making and defending real product calls — what to build, what to cut, how to measure it — with documents as the byproduct, not the goal.

Built-in mentorship. Each module closes with a mentor-reviewed checkpoint, so gaps get caught early instead of at the final capstone.

Career layer, not an afterthought. Resume positioning, interview readiness, and aptitude prep run alongside the technical modules — not bolted on in the last week.

Who This Is For

- Students & freshers targeting APM/PM roles
- Engineers/designers/analysts moving into product
- Anyone comfortable working across technical & business teams

What You'll Walk Away With

- 6 real product artifacts for your portfolio
- Working fluency in prioritization, roadmapping & metrics
- A recruiter-ready portfolio built around real product decisions

Program Snapshot

16+ Hrs Live Instructor-Led Sessions

6 Real-World Product Artifacts

7 Structured Learning Modules

Training + Internship Certificate

Mentor-Reviewed Project Checkpoints

Placement & Interview Support

Learning Path

7 modules, sequenced from foundations to deployment

1 · Product Management Fundamentals

- The PM role & its real responsibilities
- The product lifecycle end to end
- Different types of PM roles, compared

2 · Discovery & User Research

- Running customer interviews that surface truth
- Framing problems before solutions
- Personas & jobs-to-be-done, applied

3 · Strategy & Roadmapping

- Setting product vision & strategy
- Prioritization frameworks — RICE, MoSCoW
- Building a roadmap stakeholders trust

4 · Product Requirements & Execution

- Writing PRDs that engineers actually use
- Working effectively with design & engineering
- Agile/Scrum basics for PMs

5 · Metrics & Analytics

- Defining a North Star metric
- Funnel analysis, done properly
- A/B testing fundamentals for PMs

6 · Go-to-Market

- Planning a product launch
- Positioning that actually differentiates
- Communicating launches to stakeholders

7 · Tools

- Jira/Trello for execution tracking
- Collaborating in Figma as a PM
- Analytics tools — Mixpanel/GA overview

Tools and Softwares You Can Work With

Ji **Jira**

Fi **Figma (collaboration)**

MG **Mixpanel / GA**

No **Notion**

SQL **SQL (basics)**

Capstone Projects

Six builds that turn coursework into a portfolio — 1 of 2

1 · Product Requirements Document (PRD) for a New Feature

A full PRD with problem statement, user stories, and success metrics.

SOFTWARE USED

Do Documentation | PF PM frameworks

- Frame a clear problem statement
- Write actionable user stories
- Define measurable success criteria

2 · Competitive Analysis & Positioning Brief

Analyze competitors and define a clear differentiation strategy.

SOFTWARE USED

MR Market research | Fr frameworks

- Map competitor strengths & gaps
- Identify a defensible differentiation angle
- Present as a decision-ready brief

3 · Product Roadmap for a SaaS Product

A prioritized 6-month roadmap with clear rationale.

SOFTWARE USED

PF Prioritization frameworks

- Prioritize initiatives using RICE/MoSCoW
- Sequence a defensible 6-month roadmap
- Justify tradeoffs made along the way

Capstone Projects

Six builds that turn coursework into a portfolio — 2 of 2

4 · User Research & Persona Development Project

Conduct research and build data-backed personas.

SOFTWARE USED

UI User interviews SF synthesis frameworks

- Run structured user interviews
- Synthesize findings into personas
- Tie personas back to product decisions

5 · Go-to-Market Plan for a Product Launch

An end-to-end launch plan including messaging and success metrics.

SOFTWARE USED

GF GTM frameworks

- Define launch positioning & messaging
- Plan a cross-functional launch timeline
- Set metrics to evaluate launch success

6 · Metrics Dashboard & Growth Experiment Design

Define KPIs and design an A/B test to improve one of them.

SOFTWARE USED

AT Analytics tools ED experiment design

- Define KPIs tied to product goals
- Design a valid A/B test
- Predict & interpret expected outcomes

A Day in the Role

What a Product Manager's Day Actually Looks Like

- Talk to users & stakeholders about problems
- Prioritize the backlog against strategy
- Review designs & specs with the team
- Track metrics against goals
- Make tradeoff calls under real constraints
- Communicate progress & decisions upward

The throughline: every capstone in this brochure is a smaller version of one of these responsibilities — so the portfolio you leave with maps directly to the job you're training for.

Career Outlook

Where a product management skill-set actually leads

PM roles sit at the center of every product company's decisions — the path from APM to senior PM is one of the clearest, highest-leverage career tracks in tech.

Role	What They Do	Salary Range (Fresher / Experienced)
Associate Product Manager	Supports product decisions under a senior PM	₹6–10 LPA / ₹14–24 LPA
Product Manager	Owns a product area's strategy & roadmap	₹10–16 LPA / ₹20–35 LPA
Growth Product Manager	Focuses on acquisition, activation & retention	₹10–16 LPA / ₹20–35 LPA
Technical Product Manager	Manages products with deep technical scope	₹12–18 LPA / ₹22–38 LPA
Product Analyst	Supports PM decisions with data analysis	₹6–9 LPA / ₹12–20 LPA
Product Owner	Manages backlog & execution for a product team	₹7–11 LPA / ₹14–24 LPA

Indicative ranges from general India market trends — validate against current job-board data before publishing.

Companies Actively Hiring in This Space

Fl Flipkart · Sw Swiggy · Zo Zomato · Go Google · Mi Microsoft · Am Amazon

Representative employers in this space — not confirmed UrbanScholar hiring partners.

Program Tracks

Two tracks, same curriculum depth — the difference is placement intensity

KICKSTART

- 14+ hrs live cohort + recorded lectures
- 2 guided projects
- 6 months LMS access
- QR-verified completion certificate
- Mentor support — SLA ≤ 48 hrs
- Resume building workshop
- Mock aptitude test
- Pre-placement orientation session

CAREER

- 20+ hrs live cohort + recorded lectures
- 2 projects + capstone (Minor + Major)
- 6 months LMS access, extendable till placed
- QR-verified + Industry-Readiness certification
- Priority mentor support — SLA ≤ 24 hrs
- Resume + LinkedIn profile building
- 1-on-1 mock interviews with feedback
- Active placement & referral assistance

Common to Both Tracks

All 7 Curriculum Modules

All 6 Capstone Projects

Mentor-Reviewed Checkpoints

Training + Internship Certificate

Where UrbanScholar Product Management Learners Can Head

Product & Tech Companies

SaaS & B2B Startups

E-commerce & Fintech

Consulting (Product Strategy)

Freelance / Independent Consulting

Placement Journey

How career support is woven through the program, not tacked on at the end

1

Build Foundation

Resume & LinkedIn built around real project outcomes, not generic templates.

2

Sharpen Aptitude

Structured aptitude & reasoning practice aligned to actual hiring-test formats.

3

Practice Interviews

Mock interviews with direct, specific feedback — not just a pass/fail score.

4

Get Placement Ready

Soft-skill coaching and, on the Career track, active referral support.

Why this order matters: most programs bolt placement prep onto the last week. Here it runs in parallel with the technical modules, so by the time your capstones are done, your resume and interview readiness are already in place — not started from scratch.

Quick Questions

Do I need prior background to start?

Some familiarity helps, but the early modules — starting with Product Management Fundamentals — rebuild the fundamentals from the ground up.

What happens if I fall behind a session?

Every live session is recorded, and mentor SLA windows exist specifically to help you catch up between checkpoints.

Can I switch tracks mid-program?

Yes — Kickstart learners can upgrade to Career at any point by paying the difference, carrying forward completed modules.

Is the certificate recognized by employers?

It's a QR-verified training + internship certificate — employers can verify authenticity directly, not just take it on faith.

UrbanScholar

Industry-Trained. Project-Proven. Career-Ready.

Get In Touch

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PROGRAM

Product Management — Kickstart & Career Tracks