

PRODUCT MANAGEMENT 360 CERTIFICATE

Program Description

One of today's most in-demand skills, product management involves cultivating core competencies across a broad range of disciplines.

Whether you're a new product manager or looking to gain more formal training, this comprehensive certificate program will provide you with the opportunity to master the skills and concepts that are essential to becoming a successful product manager.

With courses in product strategy, analytics, communication, and innovation, you will come away with a strong foundation in all aspects of product management, preparing you to create products people love and build a rewarding career in this rapidly growing field. This program is designed to meet the needs of busy working professionals by allowing you to work on each focus area individually over time.

Key Takeaways

- Manage a product development team
- Define a single problem that the product solves for customers
- Perform user research, map the customer journey, and create target personas
- Design a product prototype
- Identify and select appropriate development methodologies such as waterfall, agile, and lean
- Create a product roadmap
- Analyze financial and functional data using Excel
- Write SQL queries for a relational database
- Create visualizations that transform raw data into actionable information that drives decisions
- Leverage the power of digital platforms to grow your organization
- Apply innovation competencies including lean startup, maker culture, and design thinking
- Convey ideas clearly and persuasively to achieve results from writing
- Formulate and deliver messages with maximum effectiveness

What You'll Earn

- Product Management 360 Certificate from Cornell Engineering
- 200 Professional Development Hours (20 CEUs)

Who Should Enroll

- Current or aspiring product management professionals
- Entrepreneurs and small business owners
- Business analysts
- Product marketing managers
- Data analysts
- Engineers and developers
- Operations managers
- Designers
- People interested in transitioning to the tech industry

Total Investment

- 10 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit, Product Management 360 Certificate (<https://ecornell.cornell.edu/certificates/engineering/product-management-360/>).

The courses in this certificate program are required to be completed in the order that they appear.

Code	Title	Hours
Core Courses		
eCornell CTECH10	Developing a Product Hypothesis and User Personas	0
eCornell DYS541	Getting Started with Spreadsheet Modeling and Business Analytics	0
eCornell DYS542	Harvesting Spreadsheet Data	0
eCornell CAC111	Querying Relational Databases	0
eCornell CAC113	Creating Data Visualizations with Tableau	0
eCornell CAC114	Enhancing Data Visualizations with Tableau	0
eCornell LSM316	Digital Platform Strategy	0
eCornell LSM671	Pricing Strategy	0
eCornell CEEM531	Developing Innovation Strategy	0
eCornell CEEM532	Building Innovation Competencies	0
eCornell CEEM533	Innovation Tools	0
eCornell CEEM534	Implementing Innovation	0
eCornell CEEM535	Evaluating and Scaling Innovation	0
eCornell LSM588	Planning and Delivering Effective Presentations	0
eCornell LSM704	Persuasive Writing	0
Product Management Electives		
Select one of the following:		
eCornell CTECH10	Developing a Product Hypothesis and User Personas	0
eCornell CTECH10	Product Vision and Goals	0
eCornell CTECH10	Product Roadmapping	0
eCornell CTECH10	Product Prototyping	0
eCornell CTECH10	Product Analytics and Iteration	0
eCornell CTECH10	Product Engineering and Execution	0
Product Management for Engineerings Electives		
Select one of the following:		
eCornell CEEM501	Preparing for Success as a Product Manager	0
eCornell CEEM501	Managing Product Teams	0
eCornell CEEM501	Identifying and Targeting Customer Needs	0
eCornell CEEM501	Prioritizing for Product Roadmaps	0
eCornell CEEM501	Designing and Developing Products	0
eCornell CEEM501	Managing the Product Lifecycle	0