

PRODUCT MANAGEMENT FOR ENGINEERS CERTIFICATE

Program Description

This certificate program prepares you to succeed as a product manager in engineering. You will follow a product through its entire life cycle, from scoping the product to launching it. Starting by studying the product manager role and the cross-functional team that supports a product, you will learn to successfully scope and kick off a project for a new product. You will learn to identify and target customer needs and develop user stories while managing and prioritizing project needs based on your market research and go-to-market plan. You will then work through product design and development, outlining requirements and the product feature roadmap, creating prototypes, analyzing feedback, and tracking the process itself. Finally, you will follow the product to and post go-live, tracking and improving your product in the market.

Key Takeaways

- Manage a product development team
- Identify and target customer needs to inform product design
- Develop user stories using a variety of tools
- Identify and select appropriate development methodologies (waterfall, agile, lean, etc)
- Create a product roadmap
- Perform market research to develop a product business case
- Design and develop a product
- Manage a product life cycle

What You'll Earn

- Product Management for Engineers Certificate from Cornell University
- 60 Professional Development Hours (6 CEUS)

Who Should Enroll

- Product managers and aspiring product managers
- Tech leaders
- Product marketing managers
- Engineers
- Software developers
- UX and web design professionals
- Project managers
- Entrepreneurs

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Product Management for Engineers (<https://ecornell.cornell.edu/certificates/technology/product-management-for-engineers/>).

Courses

| Code | Title | Hours |
|------------------|--|-------|
| eCornell CEEM561 | Preparing for Success as a Product Manager | 0 |
| eCornell CEEM562 | Managing Product Teams | 0 |
| eCornell CEEM563 | Identifying and Targeting Customer Needs | 0 |
| eCornell CEEM564 | Prioritizing for Product Roadmaps | 0 |
| eCornell CEEM565 | Designing and Developing Products | 0 |
| eCornell CEEM566 | Managing the Product Lifecycle | 0 |