

PRODUCT MANAGEMENT COURSE



ABOUT REGENESYS

100+

Faculties from 15 Countries

1000+

Corporate Clients

300,000+

Alumni

180+

Countries

Students studying at Regenesys

**South Africa,
Nigeria, Kenya,
India, Tanzania & Uganda**

Our Presence

100+

Programmes



OUR CLIENTELE



And 1000+ Organisations

CHAIRMAN'S MESSAGE



Dr Marko Saravanja

Executive Chairperson
Regenesys Group

I am delighted to welcome you to Digital Regenesys, part of the Regenesys Group. The purpose of Regenesys is to help individuals awaken their potential and achieve their dreams. New technologies, social media, and innovation have sparked a digital revolution that is rapidly changing the world. The digital revolution demands a new breed of professionals to succeed in the new digital world. To give you a competitive advantage, we have developed cutting-edge digital programmes in the areas of information technology and management. Our programmes are facilitated by leading experts, entrepreneurs, and academics from top local and international institutions.

Regenesys is a global education institute with presence in South Africa, India, Nigeria, Kenya, Tanzania, Croatia & Uganda, delivering cutting-edge online and contact learning programmes. Over the past 25 years, Regenesys has educated more than 300,000 students from 180+ countries, and delivered corporate education programmes to 1000 reputable local and multinational companies. The majority of them are large multinationals such as Mercedes-Benz, Microsoft, Coca-Cola, Barclays, and Samsung, to name a few.

Regenesys alumni occupy top leadership positions in multinational corporations and government institutions all over the world, and form a very influential alumni network that supports its members with business opportunities across the world.

Get inspired, energised, and transform your career with programmes grounded in the realities of the new digital world. I wish you success on your journey towards greatness.

IITPSA ACCREDITATION

Regenesys Education is accredited by the Institute of Information Technology Professionals South Africa (IITPSA).

Established in 1957, IITPSA is South Africa's leading professional body committed to growth of ICT Professionals and ensuring IT courses are high-quality, job-ready, and meet industry standards.

Why Is IITPSA Accreditation Important?

IITPSA accreditation is a hallmark of quality, affirming that Regenesys Education meets the highest standards in curriculum design, faculty expertise, and industry alignment.

It ensures our courses are recognised locally and internationally, providing our students with a competitive edge in the job market.



What are CPD Points?

CPD, or "Continuous Professional Development" refers to structured learning activities aimed at improving professional knowledge, skills, and competencies.

Purpose:

To ensure professionals stay updated with the latest trends, tools, and best practices in their field.

To maintain and enhance professional standards and career development.

Our IITPSA-accredited courses provide CPD opportunities, helping professionals meet annual requirements to maintain industry body memberships while enhancing their expertise.

PRODUCT MANAGEMENT

30 CPD points

What This Means for Our Students?

01 Global Credibility:
Internationally recognised qualifications that open global career opportunities.

02 Industry Relevance:
A curriculum aligned with real-world industry demands.

03 Professional Recognition:
Eligibility to join IITPSA and access its professional network.

04 Enhanced Employability:
Proof of rigorous training, boosting career prospects.

Our Commitment to Excellence

IITPSA accreditation is more than a milestone; it is a testament to our unwavering commitment to delivering education that empowers individuals and transforms societies. It strengthens our resolve to continue innovating, improving, and leading in digital education.



PRODUCT MANAGEMENT

Course Overview :

Duration : 6.5 Months

The Product Management Course is a comprehensive training designed to equip professionals with the skills and knowledge required to succeed as product managers. This Course covers the entire product lifecycle, from ideation and customer research to product development, launch, and continuous improvement.



COURSE MODULES

Module 01: Introduction to Product Management

Sub Modules:

- ✓ What Product Managers do?
- ✓ How the role varies across industries, company size and format (B2B and B2C)
- ✓ What you need to succeed in this role and what makes an outstanding product manager

Learning Outcomes

Understand and adapt to diverse product management responsibilities across industries and company types.

Module 02: Customer Insights for Product Innovation

Sub Modules:

- ✓ Nature, sources, and tools of customer insights (customer experience mapping, human factors research, etc.)
- ✓ Move from insights to action

Learning Outcomes

Translate customer insights into actionable strategies to drive innovation and customer-centric product development.

Module 03: Analyzing Product Opportunities

Sub Modules:

- ✓ How to define and find product opportunities
- ✓ Frameworks

Learning Outcomes

Identify and capitalise on product opportunities using structured frameworks and market analysis.

Module 04:
Business Model
Design

Sub Modules:

- ✓ Definition and importance of business models
- ✓ Freemium, SaaS and marketplace models

Learning Outcomes

Conceptualise sustainable business strategies for innovative products using diverse business models.

Module 05:
Financial Analysis

Sub Modules:

- ✓ Economics of a business (CLV, CAC, MRR, MRR Expansion, Churn), NPV (Net Present Value), IRR (Internal Rate of Return) analysis, Product Profitability Analysis and Product Pricing

Learning Outcomes

Evaluate product profitability, pricing strategies, and investment decisions confidently.

Module 06:
Product
Planning and
Roadmapping

Sub Modules:

- ✓ Business strategy to product development
- ✓ Roadmapping tools

Learning Outcomes

Use effective roadmapping tools to align business strategy with product development for clear evolution pathways.

Module 07:
Taking Product
to Market

Sub Modules:

- ✓ Go-to-Market Strategy (GTM)
- ✓ Elements of GTM Strategy
- ✓ Product positioning and messaging and product launch planning.

Learning Outcomes

Craft comprehensive go-to-market strategies for successful product launches and market entry.

Module 08:
Managing
Product
Evolution
and Growth

Sub Modules:

- ✓ Customer development, market development and demand expansion
- ✓ Product line extensions, product line pruning and product sunseting

Learning Outcomes

Foster product evolution and growth through customer and market development initiatives.



Module 09:
Product
Discovery and
Requirements
Definition

Sub Modules:

- ✓ Creating the Discovery Hypothesis
- ✓ Product/Market Fit, MVP Framework; user stories, epics and themes

Learning Outcomes

Define product requirements and achieve product-market fit to align with customer needs effectively.

Module 10:
UI/UX Design

Sub Modules:

- ✓ Fundamentals of UX design
- ✓ Conceptual design
- ✓ Interaction design, virtual design, and the design sprint

Learning Outcomes

Create intuitive and engaging user experiences through fundamental UX and interaction design skills.

Module 11:
Product
Prototyping

Sub Modules:

- ✓ Prototyping
- ✓ Importance of prototyping
- ✓ Rapid prototyping
- ✓ Wireframing

Learning Outcomes

Validate ideas and refine product designs iteratively through prototyping and rapid iteration techniques.

Module 12:
Agile Product
Development

Sub Modules:

- ✓ Principles of Agile development
- ✓ Agile methodologies (Scrum, Kanban, etc.)
- ✓ Principles of Scrum/Agile team structures, Scaled Agile Framework (SAFe 5.0)

Learning Outcomes

Optimize product development using Agile principles to lead cross-functional teams and deliver value-driven products.

Module 13:
Business
Communication
for Product
Managers

Sub Modules:

- ✓ Overview of internal and external communication
- ✓ Discover the fundamentals of storytelling
- ✓ Effective product presentations and demos

Learning Outcomes

Effectively communicate product concepts and value propositions to inspire stakeholder buy-in.

Module 14:
Analytics, AI
and ML

Sub Modules:

- ✓ Definitions and fundamentals of analytics and AI/ML
- ✓ Descriptive, predictive and prescriptive.

Learning Outcomes

Leverage analytics, AI, and machine learning insights for strategic decision-making and product optimisation.

Module 15:
Tech For
Product
Managers

Sub Modules:

- ✓ Frontend /Back End/API
- ✓ Information Architecture
- ✓ SQL

Learning Outcomes

Collaborate effectively with technical teams and drive innovation in ed-tech product management through mastering essential technical concepts.



LEARNING OUTCOMES



Understanding the product manager role, responsibilities, and various product development methodologies.

Conducting user research, gathering feedback, and translating customer needs into detailed requirements.

Evaluating market trends, competition, and assessing product-market fit for new opportunities.

Exploring business model frameworks and aligning product strategy with business objectives.

Developing financial models, forecasting, cost-benefit analysis, and pricing strategies.



Creating product roadmaps, release plans, and prioritising features based on customer value.



Planning product launches, marketing campaigns, and driving product adoption and growth.



Implementing processes for ongoing product improvement and managing product lifecycle stages.

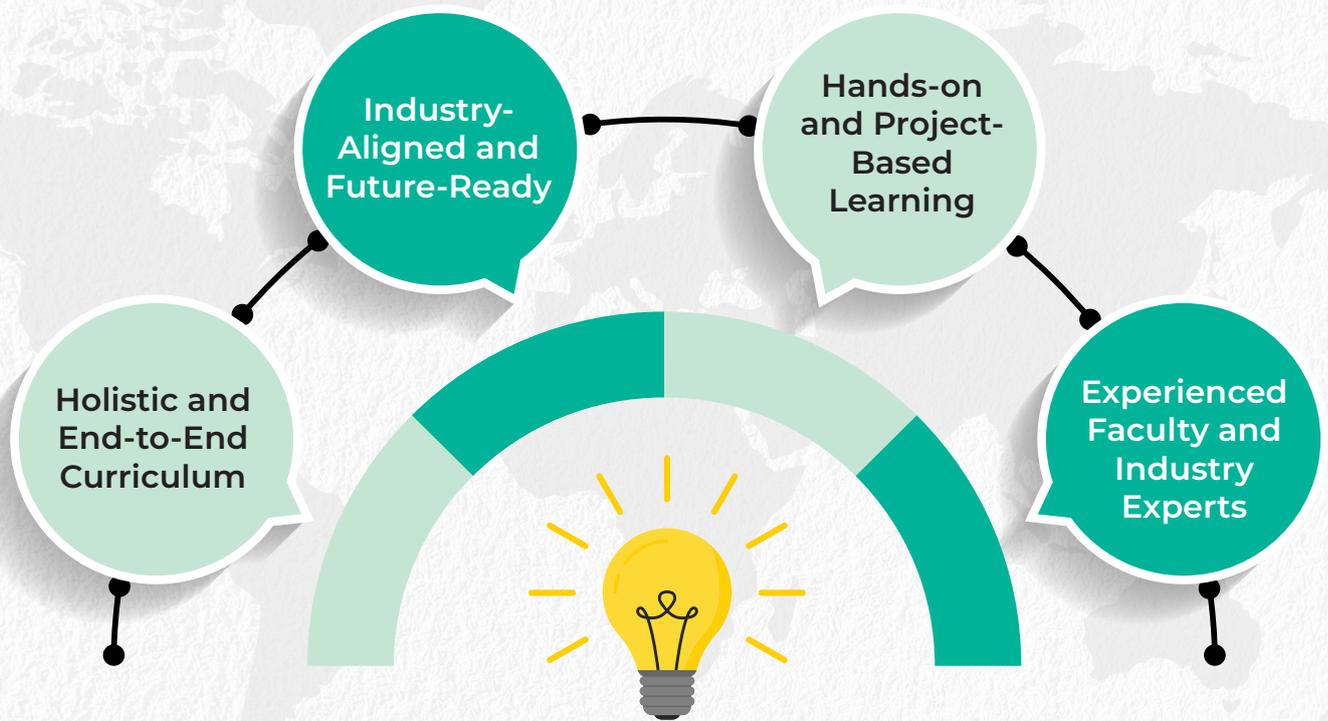


Understanding Agile methodologies, managing backlogs, sprint planning, and cross-functional collaboration.



Leveraging data analytics, AI, and ML technologies for data-driven product decisions.

USPs



TOOLS COVERED



WHO IS THIS COURSE FOR?

Product Management Course is designed for professionals seeking to excel in the field of Product Management, from concept to market launch. The following professionals can benefit from attending this course :

- ✔ Product Managers
- ✔ Product Owners
- ✔ Marketing Managers
- ✔ Product Development Teams
- ✔ UX/UI Designers
- ✔ Business Owners
- ✔ E-commerce Managers
- ✔ Brand Managers
- ✔ Category Managers
- ✔ Programme Managers

FEES

USD 	South Africa 	India 	Kenya 	Nigeria 	Tanzania 
\$1,261	R22,600	₹113,000	Ksh121,046	₦1,224,200	TSh2,362,700

Uganda 	Botswana 	Namibia 	Zimbabwe 	Zambia 	Mauritius 
UGX3,060,408	P20,000	\$20,340	ZWG30,818	ZMW28,097	MURs63,128

WORK READINESS

Work Readiness at Digital Regenesys empowers learners with critical soft skills, emotional intelligence, stress management, and mindfulness, fostering resilience and adaptability to meet evolving professional demands. By bridging the gap between academic learning and workplace expectations, it prepares learners for success in the workplace. Practical components such as resume building and LinkedIn profile optimisation complement this approach, ensuring learners are equipped for real-world challenges.



Foundations of Work Readiness

Unit 1: Introduction to Soft Skills

Unit 2: Communication Skills

Unit 3: Resume Crafting and Digital Presence

Level 01



Advanced Work Readiness (Practical-Oriented)

Unit 1: Advanced Soft Skills

Unit 2: Emotional Intelligence

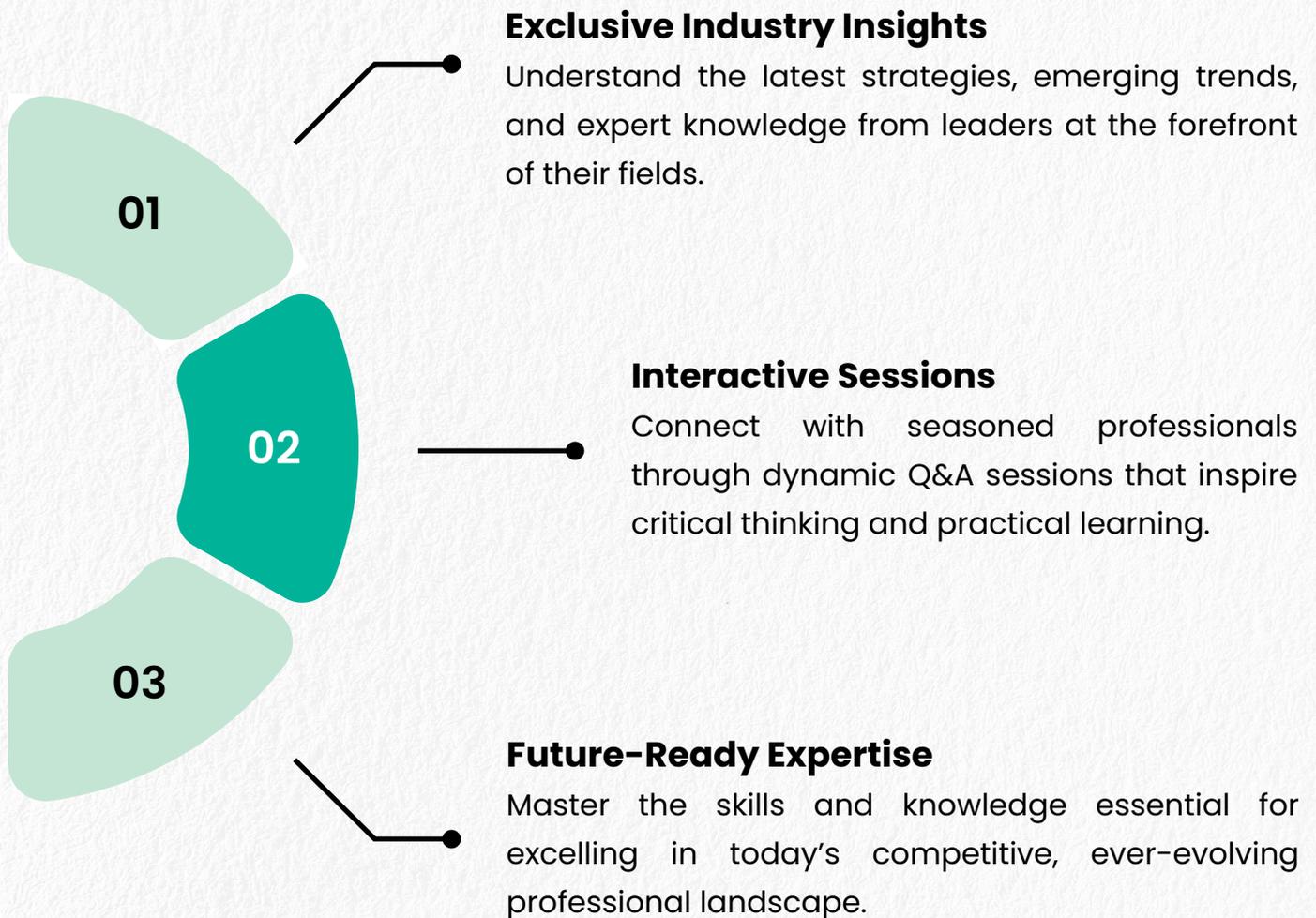
Unit 3: Stress Management

Unit 4: Mindfulness

Level 02

INDUSTRY EXPERT SESSIONS

At Digital Regenesys, we bring learning to life with exclusive Industry Expert Sessions integrated into every course. These sessions not only connect students with seasoned professionals who share real-world insights, emerging trends, and practical knowledge but also foster personal growth. Through interactive Q&A discussions, learners gain clarity, enhance their decision-making skills, and develop a deeper understanding of their career paths, ensuring they are both industry-aligned and future-ready.



WORK READINESS PROGRAMME BENEFITS

- ✔ **Develop Critical Skills:** Gain soft skills like collaboration, adaptability, and conflict resolution.
- ✔ **Communicate Confidently:** Improve verbal, non-verbal, and digital communication for professional interactions.
- ✔ **Build Your Professional Identity:** Create impactful resumes, optimise LinkedIn profiles, and manage your online presence.
- ✔ **Learn from Experts:** Gain real-world insights, emerging trends, and practical strategies from seasoned professionals.
- ✔ **Prepare for Success:** Tackle workplace challenges confidently and align with future career opportunities.



OUR GLOBAL NETWORK

We Have Students Thriving in Over 180 countries, Supported By Our Offices In Five Key Locations Worldwide!



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