

DASA<sup>®</sup>



# DASA PRODUCT MANAGEMENT

---

CERTIFICATION PROGRAM

---



---

DASA Product Management

---

---

Index

---

ABOUT DASA  
ABOUT THE CERTIFICATION  
LEARNING OBJECTIVES  
COURSE OUTLINE  
DASA PRODUCT MANAGEMENT  
FRAMEWORK  
PRODUCT MANAGEMENT USP  
BENEFITS TO THE BUSINESS  
AUDIENCE  
EXAM DETAILS  
PROGRAM DESIGN

---

# ABOUT DASA



---

WE ARE THE LARGEST DEVOPS AND AGILE INDUSTRY BODY WORLDWIDE AND 'GO-TO-PARTNER' FOR ENTERPRISES THAT WANT TO TRANSFORM TOWARDS A HIGH-PERFORMANCE DIGITAL ORGANIZATION.

Our body of knowledge, talent, and guidance solutions, and powerful global community, facilitate organizations in their journey towards flow, business agility, and value maximization for both their customers and employees.

## **WEBSITE**

[www.dasa.org](http://www.dasa.org)

## **EMAIL**

[learning@dasa.org](mailto:learning@dasa.org)

## **LINKEDIN**

<https://www.linkedin.com/company/devops-skills-association>

# ABOUT THE CERTIFICATION



---

DASA PRODUCT MANAGEMENT IS A STRATEGIC PROGRAM DESIGNED TO EQUIP LEARNERS WITH ADVANCED STRATEGIES FOR LEADING PRODUCT DEVELOPMENT AND INNOVATION. THE CERTIFICATION COVERS STRATEGIC ALIGNMENT OF PRODUCT VISION WITH BUSINESS GOALS, MARKET ANALYSIS, AND LIFECYCLE MANAGEMENT, FOSTERING A PRODUCT-CENTRIC MINDSET.

With an emphasis on practical application through experiential learning, participants will master the art of driving product success and organizational transformation.

# LEARNING OBJECTIVES



- Develop a true product centric mindset.
- Align product vision with the vision of the organization, portfolio, and the transformation.
- Help shape the transformation by introducing and leveraging product management capabilities to move from project to product.
- Discover and envisage products that are customer-centric and user-experience driven.
- Drive a continuously evolving customer-driven and product-centric enterprise.



# COURSE OUTLINE

---

THE DASA PRODUCT MANAGEMENT COURSE PREPARES PARTICIPANTS TO NAVIGATE THE COMPLEXITIES OF PRODUCT MANAGEMENT, FOSTERING INNOVATION AND EXCELLENCE WITHIN THEIR ORGANIZATIONS.

---

## **DISCERNING PRODUCT MANAGEMENT**

This module introduces the critical role of product management in aligning market needs with organizational goals.

## **PRODUCT LIFE CYCLE MANAGEMENT**

Explore strategies for managing products through their life cycle stages, from inception to retirement.

## **PRODUCT MANAGEMENT FRAMEWORK & METHODOLOGIES**

Cover various frameworks and methodologies, having an emphasis the selection and application of the most effective practices.

## **PRODUCT VALUE MANAGEMENT**

Focus on maximizing product value through strategic pricing, value proposition design, and success measurement.

---

IT COVERS STRATEGIC PLANNING, LIFECYCLE MANAGEMENT, VALUE OPTIMIZATION, AND CUSTOMER EXPERIENCE, ALONGSIDE PRACTICAL APPLICATIONS IN OPERATIONAL SCALING AND LEADERSHIP.

---

### **BUILDING A PRODUCT STRATEGY**

Guide the creation of a coherent product strategy that aligns with business goals and sets a roadmap for success.

### **PRODUCT OPERATIONS**

Discuss the operational challenges of scaling and maintaining products, highlighting essential analytics and support strategies.

### **PRODUCT PLANNING & DELIVERY**

Learn more about how to address the planning, development, and delivery processes, ensuring effective market introduction.

### **CAPABILITIES REQUIRED IN PRODUCT MANAGEMENT**

This module identifies the key skills and competencies essential for successful product managers.

### **MANAGING CUSTOMER EXPERIENCE**

Discover the importance of designing products that meet and exceed customer expectations, incorporating user feedback and insights.

### **SKETCHING PRODUCT MANAGEMENT ON YOUR AGENDA**

Discover actionable steps for integrating product management principles into professional practices, fostering a culture of excellence.

---

# DASA PRODUCT MANAGEMENT FRAMEWORK



## OPTIMIZED RESOURCE ALLOCATION FOR MAXIMUM EFFICIENCY

The program covers the product life cycle & value management as well as the product operations. This helps build the core product management capabilities.

This also ensures that the learning derived builds Product centric thinking and is applicable.



# PRODUCT MANAGEMENT USP



---

Get access to a comprehensive DASA Product Management Suite, which includes the following key differentiators:

- **Practical guidance** on the essence of Product Management, beyond the buzzwords, directly applicable.
  - **Methodology-inclusive** and -agnostic. Creating the right context for Product Management, not only linked to agile methodologies.
  - Focus on the **capability** (Product Management) instead of the role (Product Owner).
  - **Holistic** system view on Product Management, including relations with service, portfolio and project management.
  - Real **product-centric** thinking by focusing on elements such as product definition, product lifecycle, product operations, and product marketing.
  - Applicable set of **transformation enablers**.
-

# BENEFITS TO THE BUSINESS

---

DASA PRODUCT MANAGEMENT MARKS A TRANSFORMATIVE MILESTONE FOR BUSINESSES, SIGNIFYING AN ADVANCED CAPABILITY TO NAVIGATE AND LEVERAGE COMPLEX CHALLENGES FOR STRATEGIC ADVANTAGE.

---

## **OPTIMIZED RESOURCE ALLOCATION FOR MAXIMUM EFFICIENCY**

Effectively addresses key challenges by enhancing efficiency, ensuring product quality, boosting customer satisfaction, and reducing costs.

## **MANAGEMENT OF COMPLEXITY AND VOLATILITY**

Simplify complexity and mitigate volatility in delivery chains, fostering resilience and adaptability in fast-paced environments.

## **FOCUS ON INNOVATION AND CONTINUOUS IMPROVEMENT**

Drive innovation and continuous improvement, leveraging Agile and DevOps to embed a culture of creativity and evolution in product development.

## **GREATER EMPHASIS ON CUSTOMER VALUE**

Prioritization of customer value, utilizing customer feedback and Agile practices to ensure products meet and exceed user expectations.

## **IMPROVED FLOW IN END-TO-END VALUE DELIVERY**

Enhanced flow in end-to-end value delivery, streamlining processes with DevOps to ensure seamless, efficient, and effective product lifecycles.

## **STREAMLINED STAKEHOLDER COMMUNICATION**

Effective communication with cross-functional teams, stakeholders, and customers, to ensure transparency, collaboration, and alignment on project goals and expectations.

---



## CONTRIBUTORS

---

As integral players in shaping the future of their organizations, this course is designed to amplify Product Manager's and Product Owner's expertise, offering advanced tools and insights that empower them to excel in their roles, navigate complex product landscapes, and lead with innovation and customer-centric approaches.

- Product Manager
- Product Owner



## STAKEHOLDERS

---

While not directly in the roles of contributors, these people play a crucial role in the product ecosystem, supporting and implementing the strategies and visions set by their counterparts.

- Agile or DevOps Coach
- Transformation Lead
- Scrum Master
- UX/designer
- Lead tech
- Business Owner
- Business Analyst



# EXAM DETAILS



---

On passing the certification exam, the candidate will be awarded a digital certificate.

---

**Format:** Closed Book

---

**Questions Type:** Application based multiple-choice questions

---

**Number of Questions:** 20 Questions

---

**Pass Percentage:** 65%

---

**Time:** 40 minutes

---

**Exam Type:** Online Proctored

---

# PROGRAM DESIGN

---



THE PROGRAM OFFERS AN IN-DEPTH EXPLORATION OF THE PRODUCT LIFE CYCLE & VALUE MANAGEMENT, TEACHING LEARNERS HOW TO EFFECTIVELY GUIDE PRODUCTS FROM INCEPTION TO MARKET WITHDRAWAL. IT FOCUSES ON MAXIMIZING PRODUCT VALUE, ENSURING STRATEGIC ALIGNMENT WITH CUSTOMER NEEDS AND MARKET DEMANDS AT EVERY STAGE.

Building upon the program's focus on Product Life Cycle & Value Management and Product Operations, we introduce the Product Management Suite. This integrated offering enhances talent development and execution of product management practices through:

- Certification Program: Elevates understanding and strategic application of product management principles.
- Value Box: Provides tools and resources for practical implementation and innovation in product management.

This combination offers a unique, complete solution for building skills and executing effective product management practices, ensuring participants are well-prepared to navigate the complexities of the market.

## WHAT'S NEXT?

Get certified as a DevOps expert and join our global community.  
Start your journey with DASA now.

Talk to our  
Certification Advisors



[learning@dasa.org](mailto:learning@dasa.org)

