

The logo for DASA, consisting of the letters 'DASA' in a white, sans-serif font inside a teal rectangular box.

DASA

DEVOPS AGILE
SKILLS ASSOCIATION

DASA Product Management

Syllabus

Version 1.0.0

Scope and Purpose of this Document

The purpose of this document is to inform all parties interested in the DASA Product Management program of the areas covered in the program.

Dasa Product Management

The DASA Product Management certification program offers a focused and practical approach to understanding the fundamentals of product management. The program is tailored for professionals seeking to acquire a solid foundation in product management principles and learn how to apply them effectively within their organizations.

Throughout the program, participants will engage with the core aspects of product management, learning how to identify and adopt best practices that align with their specific business context. Using the DASA Product Management Framework, participants will be able to align product vision with the broader enterprise and portfolio vision, contributing to the company's transformation efforts.

Using the Product Management Quick Scan, participants will conduct a preliminary quick scan to evaluate the current state of product management practices in their organization. By the end of the certification program, each professional will have identified at least three potential improvements for their organization.

Qualification Objectives

When you have acquired the required knowledge from this program, you will be able to:

- Explain the facets of Product Management.
- Establish the relationship of DASA Product Management with other Product Management practices.
- Identify the criticality of Product Life Cycle Management.
- Manage value and experience for a Product.
- Identify the Product Strategies for value delivery.
- Explain the aspects of the Product Roadmap to deliver against goals.
- Explain the elements of delivering the right Product Experience to the customer.
- Identify the elements and rationale of Product Operations.
- Identify the role, skills, and tools required for successful Product Management.
- Bring Product Management on your Organizational Agenda.

Target Audience

- ▶ Product Manager (Primary Audience)
- ▶ Product Owner (Primary Audience)
- ▶ Agile or DevOps Coach (Contributor)
- ▶ Transformation Lead (Stakeholder/ Contributor)
- ▶ Scrum Master (Contributor)
- ▶ UX/designer (Contributor)
- ▶ Lead tech (Stakeholder/ Contributor)
- ▶ Business Owner (Stakeholders)
- ▶ Business Analyst (Stakeholders)

DASA Product Management Learning Outcomes

Syllabus Areas

The following syllabus areas are identified.

SYLLABUS AREA CODE	SYLLABUS AREA TITLE
DP	Discerning Product Management
PF	Product Management Framework and Methodologies
PL	Product Lifecycle Management
PV	Product Value Management
PS	Building a Product Strategy
PP	Product Planning & Delivery
CE	Managing Customer Experience
PO	Product Operations
CP	Capabilities Required In Product Management
PA	Sketching Product Management On Your Agenda

Syllabus

In the following tables, the key aspects of the DASA Product Management Syllabus are described.

Discerning Product Management

Syllabus Area Code: DP Syllabus Area Title: Discerning Product Management	
Topic	Objectives
Understanding 'Products'	<ul style="list-style-type: none"> Recognize a common vocabulary to define product management Define what's in the scope and out of scope for Product Management
Product Management Principles and Dimensions	<ul style="list-style-type: none"> Identify the key concepts of Product Management

Product Management Framework and Methodologies

Syllabus Area Code: PF Syllabus Area Title: Product Management Framework and Methodologies	
Topic	Objectives
Unveiling Product Management	<ul style="list-style-type: none"> Define Product Management
Popular Management practices	<ul style="list-style-type: none"> Apply sensemaking (Cynefin) to optimize problem solving approach Differentiate between Project and Product Management Use sensemaking in differentiating between product and project management.

Product Life Cycle Management

Syllabus Area Code: PL Syllabus Area Title: Product Life cycle management	
Topic	Objectives
Product Life cycle	<ul style="list-style-type: none"> Identify different stages of a product life cycle.
Product Vision and Value Discovery	<ul style="list-style-type: none"> Define the importance of having product vision Explain how to discover value of the product

Product Value Management

Syllabus Area Code: PV Syllabus Area Title: Product Value Management	
Topic	Objectives
Product Value Management	<ul style="list-style-type: none"> ▶ Explain value management ▶ Explain how value and experience can be created throughout the product life cycle.

Building a Product Strategy

Syllabus Area Code: PS Syllabus Area Title: Building a Product Strategy	
Topic	Objectives
Importance of having a Product Strategy	<ul style="list-style-type: none"> ▶ Identify the importance of having a Product Strategy ▶ Explain how to build a product strategy that delivers value
Customer requirement analysis	<ul style="list-style-type: none"> ▶ State the need to understand the requirement, preference and behavior of customers ▶ Discuss the techniques used for customer requirement analysis
Finding Insights to Deliver Value	<ul style="list-style-type: none"> ▶ State the techniques of identifying product features that deliver value Product Management. ▶ Define parameters of Minimum Viable Product ▶ State the need for Minimum Viable Product ▶ Identify the importance of prioritization ▶ List the various tools for prioritization.
Go-to-market Strategy	<ul style="list-style-type: none"> ▶ Discuss go-to-market strategy

Product Planning & Delivery

Syllabus Area Code: PP Syllabus Area Title: Product Planning & Delivery	
Topic	Objectives
Building a Product Roadmap	<ul style="list-style-type: none"> Identify the importance of Product Roadmap Explain how to create a Product Roadmap Describe the tools and techniques to create a Product Roadmap
Planning & Delivery	<ul style="list-style-type: none"> Explain the importance of maintaining a well-managed product backlog Discuss the techniques to create a product backlog

Managing Customer Experience

Syllabus Area Code: CE Syllabus Area Title: Managing Customer Experience	
Topic	Objectives
Customer journey management	<ul style="list-style-type: none"> Describe what constitutes the elements of customer journey management Describe the relationship between Product Roadmap and Customer Journey management
Customer experience management	<ul style="list-style-type: none"> Identify the right value and experience for the product Establish the need to validate customer experience

Product Operations

Syllabus Area Code: PO Syllabus Area Title: Product Operations	
Topic	Objectives
Elements of Product Operations	<ul style="list-style-type: none"> List the support required for Product Operations
Benefit Tracking	<ul style="list-style-type: none"> State the need to adopt Benefit Tracking in Product Management Identify elements of Benefit Tracking
Monitoring & Improving Product Performance	<ul style="list-style-type: none"> Identify the elements of Product Performance Explain the usage of Product performance matrix Discuss the importance and process of Continuous Iteration and improvement

Capabilities Required in Product Management

Syllabus Area Code: CP Syllabus Area Title: Capabilities Required in Product Management	
Topic	Objectives
Skills Required in Product Management	<ul style="list-style-type: none"> Identify the roles and skills required to manage a Product
Leadership in Product Management	<ul style="list-style-type: none"> Define the role of modern functional leadership in effective Product Management Identify the Leadership Skills required for successful Product Management
Tools used in Product Management	<ul style="list-style-type: none"> Apply the relevant tools while performing these key activities as part of product lifecycle and value management Use tools like Canvas, GQM framework and OKR to define and measure a specific aspect of a Product

Sketching Product Management on Your Agenda

Syllabus Area Code: PA Syllabus Area Title: Sketching Product Management on your agenda	
Topic	Objectives
Bringing Product Management to your Stakeholders	<ul style="list-style-type: none"> State the key strategies which you would want to implement on your organization with respect to Product Management List key ingredients of product-driven culture & organization Sell product management to your boss
Product Management Quick Scan	<ul style="list-style-type: none"> Conduct a High-Level Product Management Quick Scan to know your current status List potential improvements based on the quick scan findings

© 2024 - DevOps Agile Skills Association

All rights reserved. No part of this publication may be published, reproduced, copied or stored in a data processing system or circulated in any form by print, photo print, microfilm or any other means without written permission by DASA

www.dasa.org