

COURSE SUMMARY

Product Management



Digital Leadership and Advanced Product Management

Description

In this course you will learn how to lead high-performing agile teams and develop the capability to drive results in an age of accelerating digital disruption.

You will understand the entire product value chain with a focus on innovation, lifecycle management, data driven insights and commercial acumen to successfully launch new or optimise existing products.



JOB OUTCOMES

- Associate Product Manager
- Junior Product Manager
- Product Manager
- Senior Product Manager



DETAILS

- Commencement date: **12 July 2021**
- Study mode: online
- Hours a week: 10-13 hours per week
- Prerequisites: No
- Campus facilities open for access: No

COURSE SUMMARY

Product Management



Customer Experience and Advanced Product Management

Description

Advance your knowledge of the entire product value chain with a deep focus on innovation, lifecycle management, data driven insights, and commercial acumen to successfully launch new or optimise existing products.

With the business world rapidly changing, and an increased focus on globalisation, automation and collaboration, it is no longer simply a great product that gives you a competitive advantage.

You will learn how to develop for innovative, memorable and delightful customer experiences that will set you apart from your competition.



JOB OUTCOMES

- CX Designer
- Associate Product Manager
- Junior Product Manager
- Product Manager
- Senior Product Manager
- Junior CX Designer
- CX Researcher



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