

PRODUCT MANAGEMENT, CERTIFICATE

LEARNING OUTCOMES

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1. Identify and analyze stakeholder needs and market opportunities, translating insights into actionable business concepts. (Market-Driven Problem Identification)
2. Develop strategies that integrate multiple business considerations and recognize the cross-functional nature of organizational decisions. (Integrative Strategic Thinking)
3. Apply analytical methods to evaluate alternatives and make evidence-based decisions in business contexts. (Evidence-Based Decision-Making)
4. Apply frameworks and processes for managing business initiatives from concept through implementation. (Process Management and Execution)