

# BCS Practitioner Certificate in Digital Product Management Course

**Course Duration : 24 Hours**

**Course code : BCS-DPM-907**

## 1. Course Overview

The BCS Practitioner Certificate in Digital Product Management Course is designed to help professionals understand how to manage digital products effectively from concept to delivery. This course focuses on product strategy, lifecycle management, and delivering value-driven digital solutions aligned with business goals and customer needs.

## 2. What you'll learn?

- Fundamentals of digital product management
- Product lifecycle and strategy development
- Agile product management and backlog prioritization
- User experience (UX) and customer-centric design
- Data-driven decision-making and product analytics
- Certification exam preparation

## 3. Target Audience

- Product managers and product owners
- Business analysts and consultants
- Project managers and Agile practitioners
- IT professionals and developers
- Professionals involved in digital product development

## 4. Pre-Requisites

- Basic understanding of business or IT concepts
- Familiarity with Agile methodologies (recommended)
- Experience in product, project, or business roles (preferred)
- BCS Foundation certification (optional but beneficial)

## 5. Course Content (Modules)

### Module 1: Introduction to Digital Product Management

- Product management fundamentals
- Role of a digital product manager
- Product lifecycle overview

### Module 2: Product Strategy & Planning

- Defining product vision and goals
- Market research and user needs
- Roadmap planning

### Module 3: Agile Product Development

- Agile frameworks (Scrum basics)
- Backlog management and prioritization
- Working with cross-functional teams

### Module 4: UX & Data-Driven Decisions

- User experience principles
- Customer feedback and testing
- Product metrics and analytics

### Module 5: Case Studies & Certification Preparation

- Real-world product scenarios
- Best practices
- BCS Practitioner exam preparation