

# Postgraduate Diploma and MSc in Product Management



**Programmes for experienced and aspiring product managers who want to develop their skills and reinforce their practice with proven frameworks**

An initiative of the  
ISA Software Skillnet  
in association with the  
Irish Software Association



# Succeed with professional product management

**Our award-winning advanced qualifications provide certification for product managers while contributing in a very practical way to the development of companies.**

The role of product management is to optimise the performance of the product, or product line, across its lifecycle. Product managers typically work at the confluence of the business, the market and technology and make a vital contribution to the strategic and financial goals of the company.

The programmes are designed through a strategic partnership with the software sector to meet the needs of both experienced and aspiring product managers. The curriculum is laser focused on commercialisation to deliver real business impact, drawing on the latest advances in product management thinking.

Participants are equipped with new skills and tools to drive improved product management performance. Analysis and insights are translated into practical in-company results through a series of applied assignments. Essential research-based frameworks enhance product management strategy and practice within participating companies to deliver a speedy return on investment.

“The lecturers include some of the world’s leading authorities in product management. Now I have the knowledge and the frameworks to back up whatever approach I am recommending, whereas before I might have just gone with gut instinct.”

**Aidan Kenny**  
Product Manager  
ding\*

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“The immediate application of programme learning to live challenges in the workplace delivered immediate benefits for me and my employer – among the many concepts that I was introduced to, business modelling and portfolio mapping were applied in SAP with great results.”

**Mark Hill**  
Director of Product Management  
SAP



# Postgraduate Diploma mod

## The Postgraduate Diploma in Product Management spans nine foundational competencies.

60  
credits

on the National  
Framework of  
Qualifications

Successful candidates have the option to progress to an MSc.

### Strategy and Business Models

- Analyse your portfolio from the perspective of the global competitive environment.
- Develop product strategies to meet your growth challenges.
- Identify opportunities to create differentiable value, and drive business model innovation.

### Innovation and Technology Management

- Understand technology cycles and identify market discontinuities.
- Learn how to align your business strategy with product strategy for the medium and longer term.
- Drive value creation through roadmapping.

### Customer and Market Analysis

- Master context-driven research, including how to scope, plan and execute market research.
- Embed process, business and market retrospectives.
- Learn to build buyer profiles and product propositions.

### Business Case and Pricing

- Refine your analytical skills.
- Master the fundamentals of pricing.
- Build evidence-based business cases.

### Product Management System and Process

- Accelerate product commercialisation.
- Discover emerging practices in product design and delivery.
- Analyse opportunities and risks in the context of your portfolio.

### Structured Project Management

- Gain practical tools to execute projects on time and on budget.
- Promote cooperative behaviour across functions.
- Learn to manage your time and focus in the context of the hugely competing demands placed on product managers.

### Strategic Customer Management

- Design routes to market
- Navigate the dynamics of the sales function.
- Develop frameworks to select, manage and motivate channel partners.

### Leadership and Personal Development

- Gain expert perspectives on team management and cross-functional dynamics.
- Understand personality traits and their impact.
- Explore leadership strategies.

### Strategic Negotiation and Communication

- Sharpen your negotiation skills.
- Strengthen your leadership and communication style.
- Enhance your ability to influence multiple stakeholders and obtain buy-in from others.

### Applied in-company project

Participants craft a major, company-based project to address identified business challenges.

The project incorporates frameworks for analysis and the implementation of recommendations.

Project options include:

- Strategic Product Market Plan
- Innovation Audit
- Product Lifecycle Review

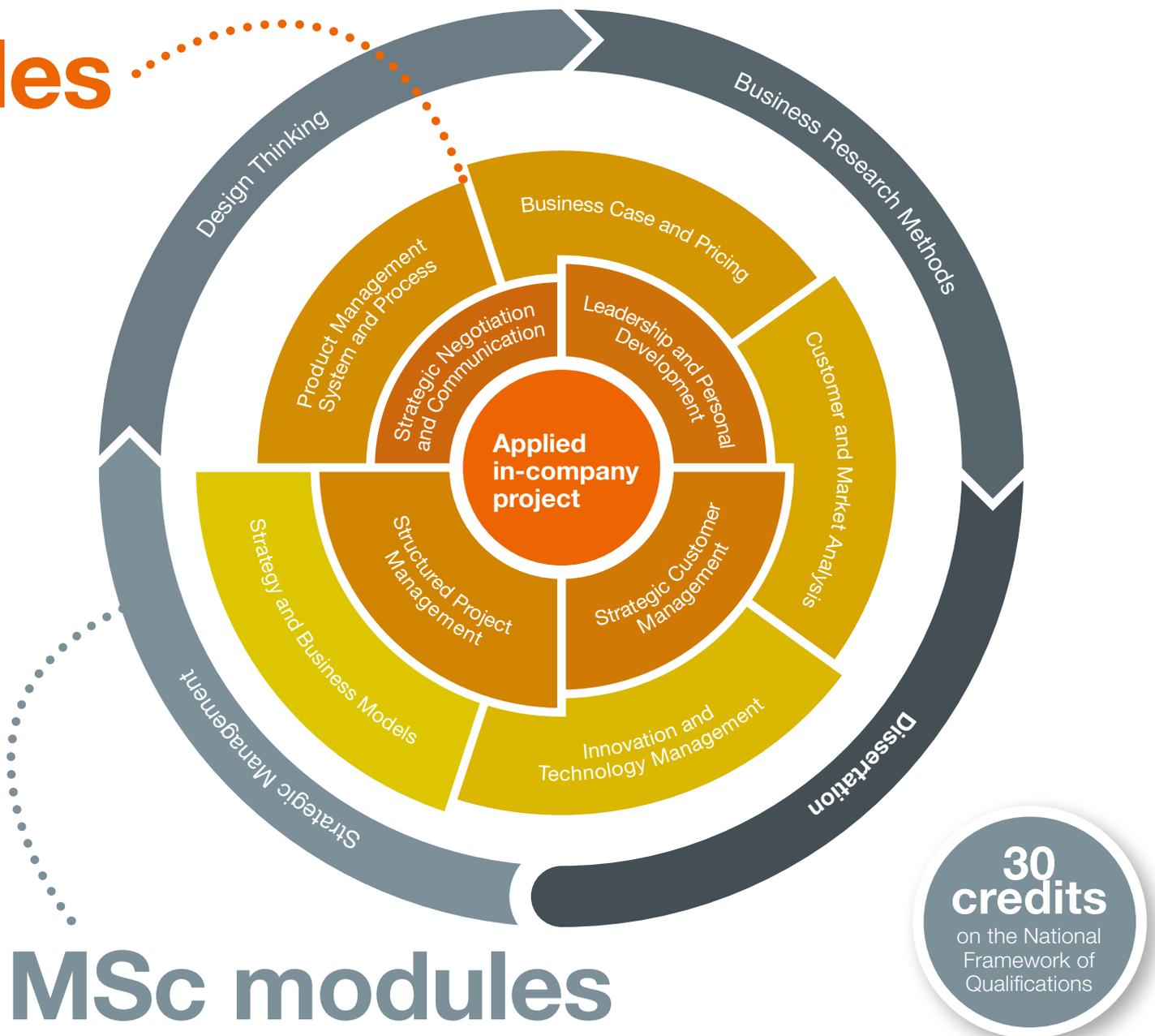
*The Postgraduate Diploma runs from October to September annually.*

“My new-found skills and knowledge will enable me and my team to create even more innovative products that clients will be willing to pay more for.”

**Macdara Butler**  
Senior Product Manager  
Mobile Travel Technologies Ltd



# ules



## MSc modules

The additional modules towards an MSc develop strategic competence and advanced analytical rigour.

### International Strategic Management

- Advance your understanding of global strategy development and implementation.
- Evaluate strategic choices in the multi-national and small business contexts.

### Design Thinking

- Employ design thinking methods to match market needs with technological feasibility and business viability.
- Accelerate problem-solving and discovery using structured, repeatable protocols.

### Business Research Methods

- Develop approaches for systematic enquiry and analytical rigour in product management.
- Reinforce your ability to test and generate theory through empirical research.
- Enhance problem-solving and decision-making skills.

### Dissertation

The dissertation offers the opportunity to consolidate and integrate programme learning. It leverages the company context, to deliver business impact through targeted engagement with product management theory and practice.

# Coursework and learning philosophy

The award-winning partnership with the software technology sector has enabled the development of a curriculum which combines application to practice and learning from theory.

Participants learn from live case studies, visualisation techniques and group exercises. The sharing of experiences and challenges with fellow participants from a diverse range of companies keeps the process dynamic and engaging.

Company-based assignments are embedded in coursework at both diploma and masters level. This serves the needs of the product manager in their day-to-day role by addressing live challenges in the workplace. It also generates an immediate return on investment for participating companies.

To deliver this one-of-a-kind learning experience, DIT brings together a unique international faculty of renowned scholars, thought leaders, best-selling authors and leading-edge practitioners.

“The programme gave me the skills to effectively balance product management effort between discovery, design and delivery, as well as influencing my colleagues to achieve the right outcomes in an inclusive and collaborative way.”

**Aoife McGivern**  
Senior Product Manager  
Guidewire Software

**Guidewire**<sup>®</sup>  
Deliver insurance your way™

## Your learning partners

This programme is delivered by Dublin Institute of Technology in partnership with the ISA Software Skillnet.

### Dublin Institute of Technology

Dublin Institute of Technology (DIT) combines academic excellence with professional, career-oriented learning and research. The DIT College of Business is a leading provider of executive education with a distinctive approach to learning and teaching.

### ISA Software Skillnet

ISA Software Skillnet is the National Training Network for the Software Technology sector. It receives funding under the Skillnets Training Networks Programme to support firms with software technology functions to enhance skills and boost competitiveness.

### Irish Software Association

The Irish Software Association (ISA) is an Association within Ibec, which represents the Digital and Software Technology Sector. Member companies are a community of category-winning, scaling companies that want to transform the markets in which they operate.

# Who should attend?

The Postgraduate Diploma and MSc programmes are designed for executives who want to sharpen their product management competence and accumulate a wealth of experience in a pragmatic and time-efficient way, supported by a network of industry peers.

The programme is well suited to:

- **Practising product managers** who have a number of years' experience and wish to bring their competencies to the next level.
- **Senior executives** in companies seeking to establish and develop a structured product management function.
- **Business architects** and those responsible for translating long-term strategic roadmaps into short to mid-term deliverables.
- **Aspiring product managers** who are working as business analysts or solutions consultants, or in product delivery and support functions.
- **Product owners** and those from engineering or design backgrounds who are transitioning to product management.
- **Entrepreneurs** who want to leverage product management practice in building their business.

## Key facts about the programmes



**67**  
companies have participated in the programmes

**99**  
alumni across the product management community



**25%**  
of sector has engaged in the qualifications



**3**  
awards for **outstanding achievement in sector development**

To find out more, visit [www.isa-skillnet.com](http://www.isa-skillnet.com)

Alternatively, telephone us on 0818 919 820 or email [info@isa-skillnet.com](mailto:info@isa-skillnet.com)



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