



Postgraduate Diploma in Product Management

Sample Schedule September 2020

	TOPICS	Credits	Dates ¹
M0	Online Induction	0	September 10 th 17h.30
M1	Strategy & Business Modelling	5	October 2/3 rd
M2	Innovation & Technology Management	5	November 6/7 th
M3	Strategic Negotiation & Communication	5	December 4/5 th
M4	Applied Design Thinking	5	January 8/9 th
M5	Product Planning & Process	5	February 5/6 th
M6	Business Case & Strategic Pricing	5	March 5/6 th
M7	Strategic Customer Management	5	April 9/10 th
M8	Market & Customer Analysis	5	May 7/8 th
M9	Leadership & Personal Development	5	June 4/5 th
M10	Applied Project Submission	15	Thurs, August 26 th
		[Total Credits 60]	

¹ Dates/order of modules are subject to change – confirmed timetable will issue on March 1st

Class times, assignments and coursework:

Fridays 08h.30 – 17h.00/Saturdays 08h.45 – 16h.45

Assignments are due on the eve of the subsequent module.

Participants can avail of a maximum of two deferrals (due within 8 weeks) throughout the year.

Participants should plan to allocate ~ 10 hours self-directed learning per week from the outset of the programme.