

Product Management & Business Analysis

Discover the right problems, define clear requirements, prioritise with evidence and communicate a roadmap

Product and Business Analysis · beginner · Live online, instructor-led

This syllabus is a draft awaiting instructor review and may change.

An eight-week live course in product management and business analysis: discovery, user research, requirements, user stories, prioritisation, metrics, roadmaps and stakeholder communication, finishing with a full product case study.

Length and schedule

32 hours of live teaching, on either schedule:

- Weekday Intensive (Mon–Fri): about 7 weeks before holidays
- Weekend Evening (Sat & Sun evenings): about 8 weeks before holidays

Fees per student, whole course

- Group: Rs. 8,999
- Duo: Rs. 14,999
- One-to-One: Rs. 26,999

Launch fee — GST treatment to be confirmed.

What you will be able to do

- Explain how product management and business analysis differ and work together
- Frame problems and opportunities, and identify the riskiest assumptions behind an idea
- Plan and run user interviews and surveys, and synthesise findings into personas, jobs-to-be-done and journey maps
- Elicit requirements from stakeholders and model current and future business processes
- Write a product requirements document, user stories and testable acceptance criteria
- Prioritise a backlog with RICE, MoSCoW and Kano and explain the trade-offs
- Define a north-star metric, input metrics and a simple experiment
- Build an outcome-based roadmap and communicate decisions clearly to stakeholders

Before you start

- Comfortable using a computer, a web browser and a spreadsheet application
- No previous product management, business analysis or technical experience required
- A laptop with a modern web browser; free accounts on a whiteboard tool and a backlog tool are set up in class
- Willingness to speak with two or three people for short research interviews

Tools

Miro or FigJam, Jira or Trello, Google Sheets or Excel, Notion or Google Docs, Google Forms, diagrams.net (draw.io)

Syllabus

Module 1: Product thinking and discovery

What product managers and business analysts do, and how good teams find problems worth solving.

1. What product management and business analysis are (2 h)
2. Problem discovery and opportunity framing (2 h)
3. Market and competitor scan and doubt-clearing (2 h)

Module 2: User research

Learn what people actually need, and turn what you hear into usable insight.

4. Planning and running user interviews (2 h)
5. Synthesis: personas, jobs-to-be-done and journeys (2 h)
6. Research review and doubt-clearing (2 h)

Module 3: Requirements and user stories

Turn needs into clear, testable requirements that engineering and design can work from.

7. Requirements elicitation and process modelling (2 h)
8. Requirements documents and use cases (2 h)
9. User stories, acceptance criteria and story mapping (2 h)

Module 4: Prioritisation and metrics

Decide what to build first, and know whether it worked.

10. Prioritisation frameworks (2 h)
11. Product metrics and experiments (2 h)
12. Mid-course review and checkpoint quiz (2 h)

Module 5: Roadmaps, delivery and stakeholders

Plan the work over time, deliver it with an Agile team and keep everyone informed and aligned.

13. Roadmaps and Agile delivery (2 h)
14. Stakeholder communication and doubt-clearing (2 h)

Module 6: Case study and capstone

Apply the full process to your own case study and present it.

15. Case study studio and doubt-clearing (2 h)
16. Case study presentations and final assessment (2 h)

Final project

Take a product idea from discovery to roadmap and present it as a case study. Choose one brief — a clinic appointment and reminder service, a college canteen pre-ordering app, or a small coaching centre's batch and fee management tool — or propose your own of similar scope for approval. Use only public information or your own research; never confidential data from an employer or client. You will:- interview at least three people and summarise the findings with a persona, a jobs-to-be-done statement and a current-state journey or process map;- write a problem statement and list the riskiest assumptions with how you would test them;- write a short product requirements document covering goals, scope, non-goals and non-functional requirements;- write at least ten user stories with acceptance criteria and arrange them in a story map;- prioritise the backlog with a framework of your choice and explain the trade-offs;- define a north-star metric, supporting input metrics and one experiment;- build a now–next–later roadmap and write a one-page

stakeholder update. Deliverables: the research summary, requirements document, backlog, metrics plan, roadmap and a case-study presentation of about ten minutes, delivered live in the final week.

Certificate

- At least 80% attendance
- All assignments submitted
- Projects passed
- Final assessment passed (60%)

A ZORK Academy course completion certificate; paying for the course does not by itself earn it.

Next step

Book a free consultation:

<https://zorkacademy.online/consultation?course=product-management-business-analysis>

We help you prepare for work; we do not guarantee jobs, placements or salaries.