

KAIZENOVA TECHNOLOGIES LLC d/b/a TEK2KAREER

Program Catalog

Product Management Specialist Certificate (96 Hours)

KaizeNova Technologies LLC d/b/a TEK2KAREER is a proprietary, non-degree-granting institution licensed (license pending) by the Michigan Department of Labor and Economic Opportunity – Workforce Development, Postsecondary Schools Unit (PSS).

This program is an approved vocational certificate program and prepares students for occupational roles in product operations, Agile project coordination, and cross-functional team support.

PROGRAM OVERVIEW

The *Product Management Specialist Certificate* is a 96-hour vocational program that equips learners with the practical skills required to support product teams, Agile environments, and cross-functional project execution.

This program builds the full foundational skill set needed to:

- Assist Product Managers
- Support Scrum teams
- Conduct requirements gathering
- Coordinate releases
- Develop user stories & acceptance criteria
- Perform backlog management
- Communicate with engineering, design, and business teams
- Use industry-standard tools such as Jira, Confluence, and Trello

This program aligns with U.S. Department of Education CIP 52.0210 (Project Management) and prepares students for clearly defined, in-demand vocational roles.

OCCUPATIONAL OBJECTIVES

Graduates will be prepared for the following roles:

- **Product Management Specialist**
- **Product Coordinator**
- **Agile Project Assistant**
- **Scrum Support Analyst**

- **Product Operations Assistant**
- **Requirements & Documentation Analyst**
- **Release Coordinator**

(O*NET SOC: 13-1082 – Project Management Specialists)

PROGRAM STRUCTURE

Module	Course Title	Hours
1	Introduction to Product & Project Management	16 hrs
2	Agile & Scrum Frameworks	20 hrs
3	Requirements Analysis & User Story Development	20 hrs
4	Product Lifecycle & Release Management	20 hrs
5	Tools & Team Collaboration (Jira, Confluence, Trello)	20 hrs
Total	—	96 Hours

DETAILED MODULE DESCRIPTIONS

Module 1 — Introduction to Product & Project Management (16 Hours)

Topics Covered:

- Product vs. Project roles
- How product teams function
- Fundamentals of product discovery
- Market and customer research
- Defining goals, KPIs, OKRs
- Software development overview
- Stakeholder and communication mapping

Outcomes:

- Understand core responsibilities of product roles
- Learn how product teams collaborate with engineering and design

- Build foundational knowledge for the full program
-

Module 2 — Agile & Scrum Frameworks (20 Hours)

Topics Covered:

- Agile principles and mindset
- Scrum ceremonies (standups, sprint planning, retro, review)
- Sprint management and estimation
- Kanban vs Scrum
- Agile workflows across industries
- Team capacity planning

Outcomes:

- Support Agile teams effectively
 - Coordinate sprints and ongoing releases
 - Participate in Scrum ceremonies
 - Build familiarity with real-world Agile practices
-

Module 3 — Requirements Analysis & User Story Development (20 Hours)

Topics Covered:

- Requirements gathering methods
- User personas and journey mapping
- Writing user stories (INVEST framework)
- Acceptance criteria
- Defining MVP and prioritization (MoSCoW, RICE)
- Identifying functional vs non-functional requirements

Outcomes:

- Write professional user stories and acceptance criteria
 - Perform stakeholder interviews
 - Translate needs into actionable product requirements
-

Module 4 — Product Lifecycle & Release Management (20 Hours)

Topics Covered:

- Lifecycle from concept → prototype → launch
- Competitive analysis
- Roadmap planning
- Feature prioritization
- Release planning & versioning
- Cross-functional coordination
- Quality gates and change management

Outcomes:

- Build basic roadmaps
 - Coordinate product releases with engineering
 - Support continuous improvement processes
-

Module 5 — Tools & Collaborative Workflows (20 Hours)

Tools Covered:

- **Jira:** tickets, epics, sprints, dashboards
- **Confluence:** documentation, product specs
- **Trello:** workflow tracking, Kanban boards
- **Miro:** whiteboarding for requirements
- **Google Workspace:** project communication and tracking

Outcomes:

- Become job-ready with real tools used by product teams
 - Create requirement pages and documentation
 - Maintain accurate backlogs
-

PROGRAM LENGTH & SCHEDULE

- **Total Hours:** 96
- **Length:** 24 weeks

- **Schedule:** 2 days/week • 2 hours/day
- **Format:**
 - Live instructor-led classes
 - Hands-on Jira/Confluence Labs
 - Group activities and mock Agile teams
 - Final assessment & case study

TUITION & FEES

Item	Cost
Program Tuition	\$5,000
Registration Deposit	\$1,000

Payment Methods

Zelle • Venmo • Stripe • PayPal • Square • Credit/Debit

Payment Plan

Customized monthly installment plans available.

REFUND POLICY (LEO-Compliant)

Timing	Refund
7+ days before course start	100%
1–2 months into program	50%
3–4 months into program	25%
After 4 months	No refund

Refund requests must be emailed to info@tek2kareer.com

Refunds issued within **14 business days**.

ADMISSION REQUIREMENTS

- High school diploma or GED

- English language proficiency
- Basic computer skills
- Valid ID
- Active email address
- Stable internet and functioning computer

Recommended (NOT required):

- Prior exposure to tech environments
- Basic understanding of business concepts

ATTENDANCE POLICY

- Minimum 80% attendance required
- More than 20% absence may result in course failure
- Excused absences require documentation
- Students must complete all missed assignments

GRADING POLICY

Component	Weight
Assignments	30%
Quizzes	20%
Participation & Activities	20%
Final Case Study	30%

Minimum passing grade: 70%

COMPLETION REQUIREMENTS

To receive the state-licensed certificate:

- ✓ Complete all modules
- ✓ Meet attendance requirements
- ✓ Achieve $\geq 70\%$ grade

- ✓ Complete final case study
 - ✓ Fulfill tuition obligations
-

TOOLS & RESOURCES PROVIDED

- Tutor LMS
- Zoom
- Jira
- Confluence
- Trello
- Google Workspace
- LMS-provided materials & templates
- Product documentation examples

Student Equipment Requirements

Laptop, webcam, microphone, stable internet.

INSTRUCTOR QUALIFICATIONS

Instructors must have:

- 5+ years in Product Management or Agile roles
 - Prior experience with Jira, Confluence, Scrum
 - Industry background in software/engineering
 - Degree in business, IT, engineering, or equivalent experience
 - Prior training/teaching experience
-

DISCLAIMER

This is a **state-licensed vocational certificate program** approved under **CIP 52.0210 – Project Management**.

Completion does not guarantee employment but prepares students for entry-level product and Agile coordination roles.