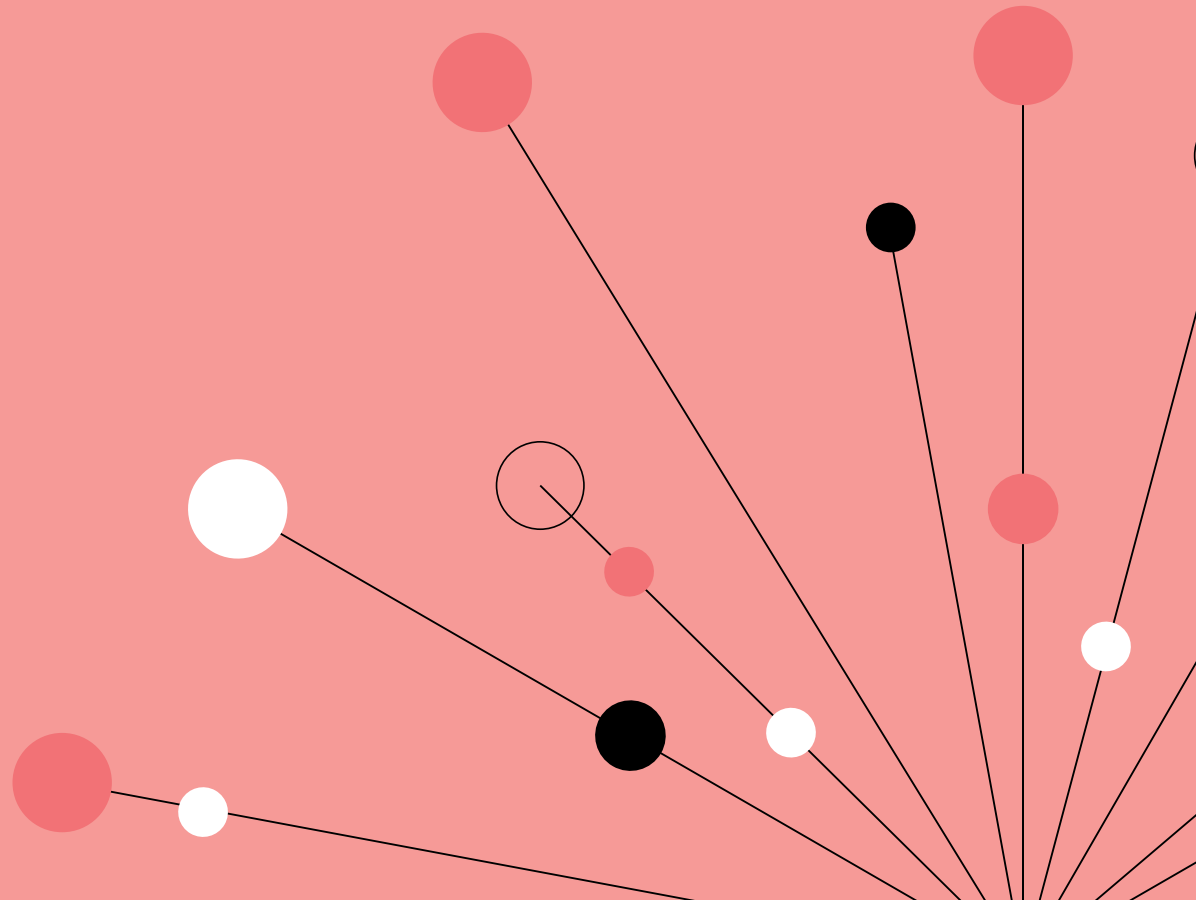# QA
Learn. To Change.

Digital Product Manager

Level 4 Apprenticeship

Programme Guide

QA.com

Why QA?

Endorsed by 4,000+ global clients, we are the leader in applied and cohort-based learning academies.

Today's biggest technological shifts are shaped by AI, cloud, and data.

In every technology revolution, there are winners and losers – and teams with applied skills make all the difference. We believe you can't change an organisation unless you change the capabilities of its people and ensure human and machine intelligence work together.

Success in numbers:

35+
Years of training experience

1,000+
AI, cloud & coding hands-on labs

40,000+
Careers launched & accelerated

£500M+
Levy spend invested

24 hours
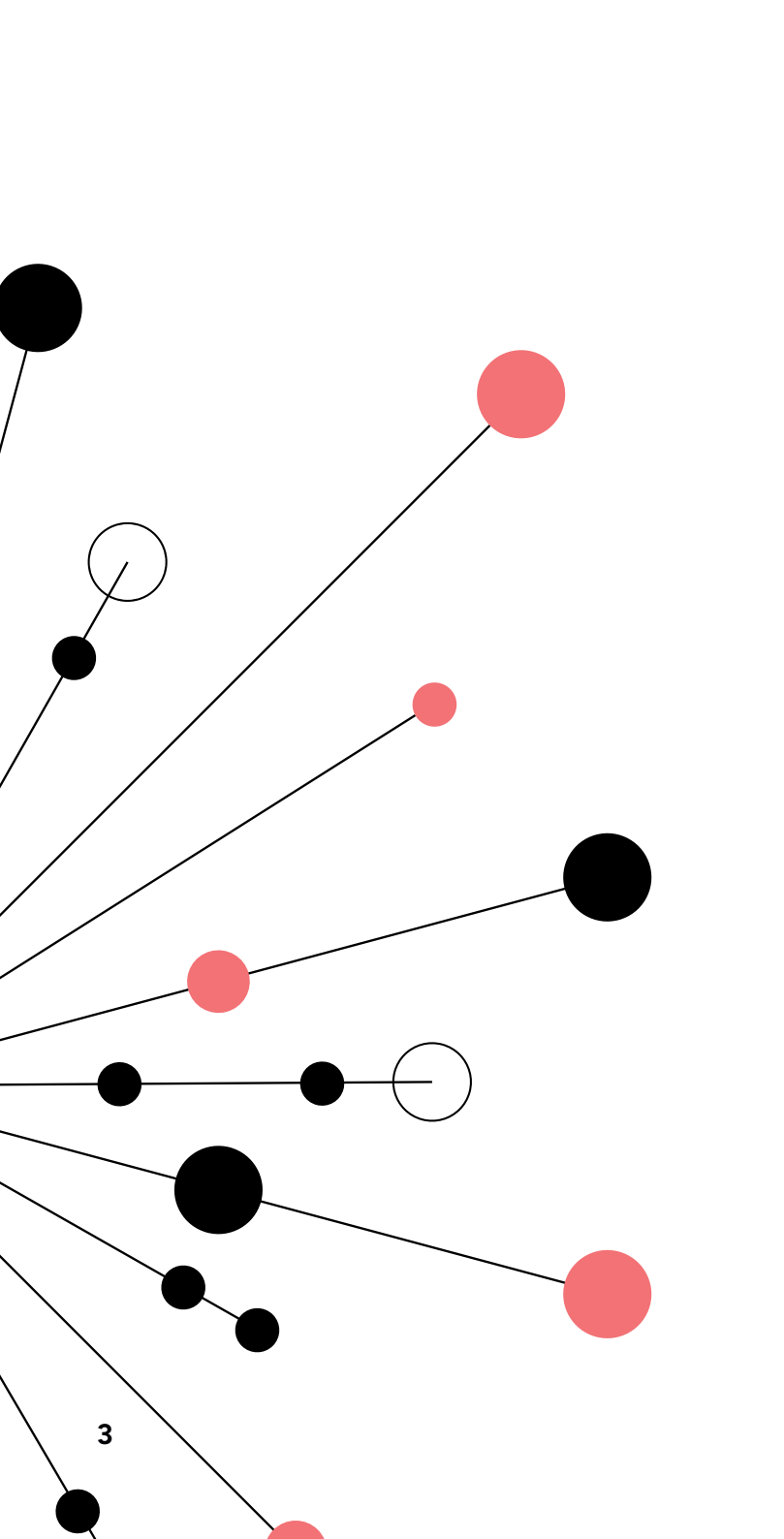Feedback time for submissions

<1 minute
Response time to learner queries

Ready to explore how QA can support you?
Let's dive in!

Contents

Creating Change

Product management delivers user-centric solutions.

This programme equips your organisation with the essential skills to create visionaries, driving the success of digital products from concept to market.

Our apprenticeships drive business results by empowering organisations to apply skills consistently at speed and scale.

Streamline Time-to-Market

Accelerate innovation with faster iterations and adaptive strategies.

Risk Management

Mitigate risks early through quick releases and user testing.
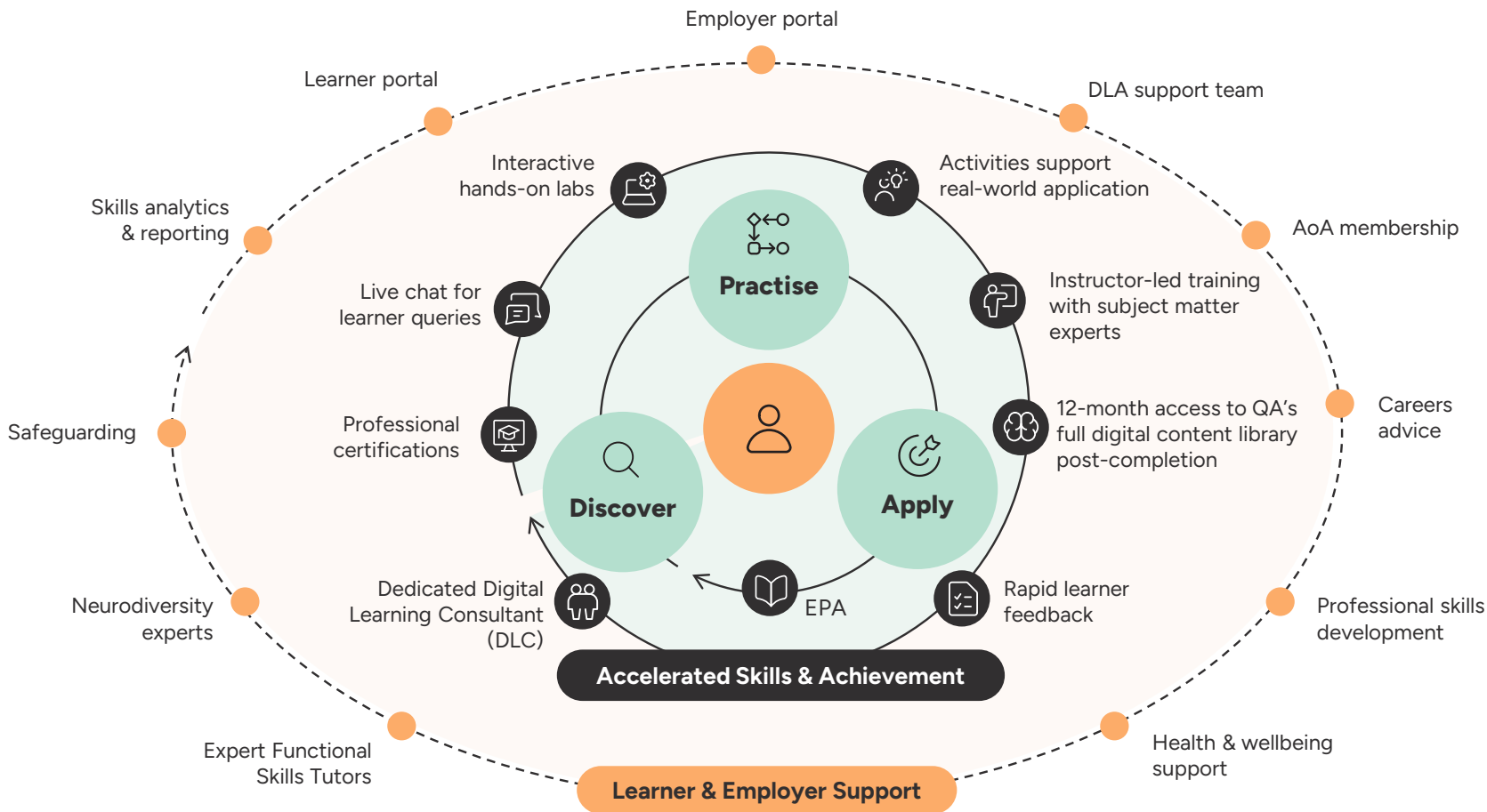
ICAgile Certification

Develop skills to discover, position, and launch competitive products.

Digital by Design

Our market-leading approach accelerates skill development and achievement through our **Discover**, **Practise**, **Apply** methodology, ensuring that both learners and employers are fully supported throughout their programme.

Discover

Leveraging QA's learning platform, learners follow a development path focused on their job role.

Practise

Learners come together for instructor-led training sessions, practising their skills through hands-on labs and sandboxes in a safe environment while collaborating with peers.

Apply

These practiced learnings are applied on the job through work-based activities at key and sequenced stages, fully supported and reviewed by the specialist DLC team.

5

Programme Overview

Details of standard: Digital Product Manager

Total cost: £18,000

Programme duration: 18 months

Live instructor sessions: 17 days

Delivered in collaboration with our strategic vendor partners:

ICP-PDM
CERTIFIED PROFESSIONAL

ACCREDITED COURSE

Experience QA's self-paced learning platform with interactive labs and configurable learning.

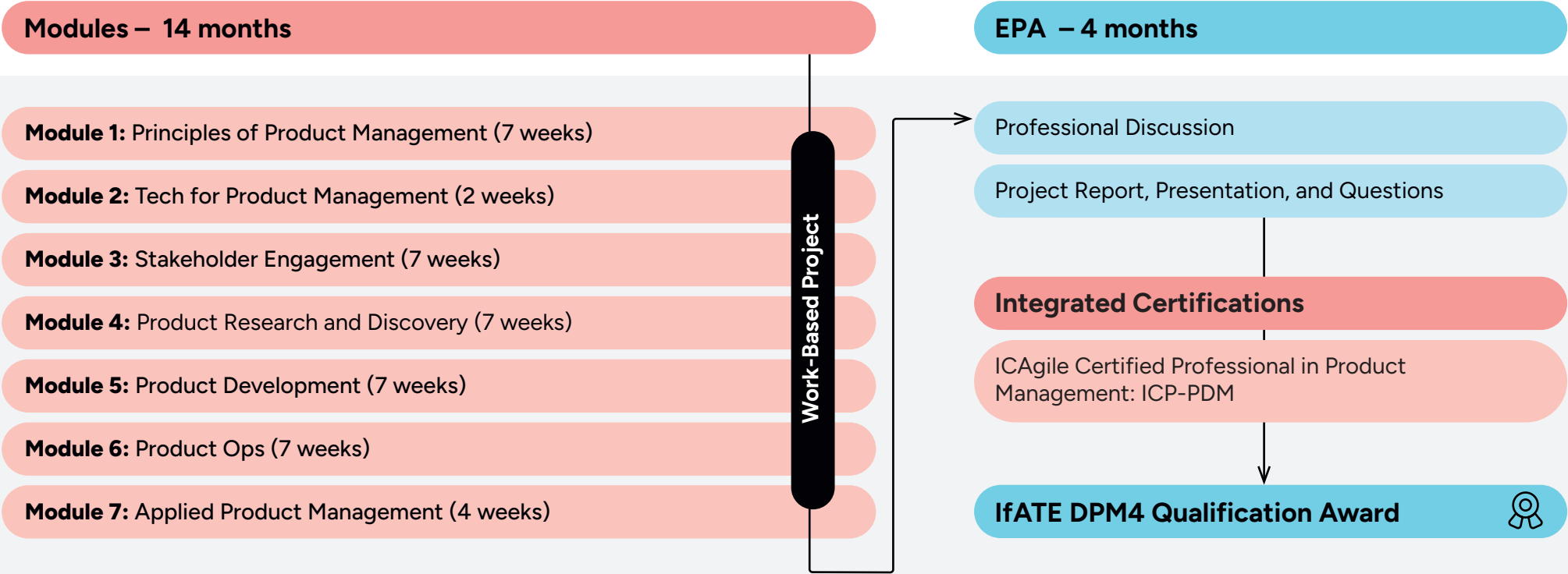| Principles and Tech for Product Management	Stakeholder Engagement	Product Research and Discovery	Product Development	Product Ops	Applied Product Management

Learner Journey

The Digital Product Manager programme integrates live and online workshops with self-paced learning, employing a guided discovery approach for individual learner contexts.

Learners are assigned a Digital Learning Consultant (DLC) for personalised coaching and support. These specialists ensure their successful progress, wellbeing, and readiness for assessments.

Modules – 14 months

Module 1: Principles of Product Management (7 weeks)

Module 2: Tech for Product Management (2 weeks)

Module 3: Stakeholder Engagement (7 weeks)

Module 4: Product Research and Discovery (7 weeks)

Module 5: Product Development (7 weeks)

Module 6: Product Ops (7 weeks)

Module 7: Applied Product Management (4 weeks)

Work-Based Project

EPA – 4 months

Professional Discussion

Project Report, Presentation, and Questions

Integrated Certifications

ICAgile Certified Professional in Product Management: ICP-PDM

IfATE DPM4 Qualification Award

Modules

Following each module, learners apply their newly acquired knowledge and skills to ongoing work projects.

01

Module 1:
Principles of Product Management

Introduces a product mindset – covering product success factors, product lifecycles, product development lifecycles, and industry standards.

Explores strategic elements such as business case development, Agile methodologies, and lean startup principles, including user needs analysis and minimum viable product.

Topics:

- Product Management Fundamentals
- Product Lifecycles
- Product Management Standards
- Business Case Development
- Vision & Strategy

- Security & Ownership
- Agile/Waterfall Methodologies
- User Research
- Scrum Roles, MVP & Value
- Lean Startup Methodology

Live Instructor Sessions: 3 Days

02

Module 2:
Tech for Product Management

Examines tools used by development teams, building confidence in technical discussions and an understanding of essential aspects of product delivery.

Topics:

- Code Management & Version Control
- Database Architecture
- System Design Overview
- Tech & Product Stack Components
- Programming Basics (SQL & Git)
- Analytics Software
- Prototyping & Design Tools
- Ticket Management Software

Live Instructor Sessions: 0 Days

03

Module 3:
Stakeholder Engagement

Covers stakeholder management, strategic comms, and building compelling narratives – culminating in a simulation where learners apply techniques in a collaborative, real-world scenario.

Topics:

- Stakeholder Management
- Communication Approaches
- Building a Product Narrative
- Business Case Development
- Influencing & Negotiation
- Conflict Resolution
- Stakeholder Management Simulation

Live Instructor Sessions: 2 Days

04

Module 4:
Product Research and Discovery

Focuses on uncovering valuable user problems and viable solutions. Trend tracking, user research, hypothesis-driven iteration, and product-market fit, emphasising data-driven decision-making.

Topics:

- Identifying User Problems & Solutions
- UX Fundamentals
- Emerging Trend Identification & Tracking
- User & Customer Research
- Design Sprints
- Hypothesis-Driven Exploration & Iteration
- Validating Hypotheses
- Product-Market Fit

Live Instructor Sessions: 3 Days

05

Module 5:
Product Development

Explores product lifecycle delivery with Agile, and Build-Measure-Learn approaches. Includes a simulation for removing blockers, resolving issues, product improvement, and GTM collaboration with sales and marketing.

Topics:

- Agile Practices & Frameworks
- Build, Measure, Learn Approach
- Prioritisation Techniques
- Planning Techniques
- Product Marketing & Growth
- Acceptance Testing
- Contract Management
- Sustainability
- GTM (Go-To-Market)

Live Instructor Sessions: 5 Days

06

Module 6:
Product Ops

Covers product ops focusing on enhancing efficiency, supporting live products, and its role in streamlining comms, resource sharing, and data exchange across teams.

Topics:

- Automating & Streamlining Product Processes
- Collecting User Feedback
- Incident Management
- Service Support
- Measuring Product Performance & Identifying Improvements
- Continuous Improvement
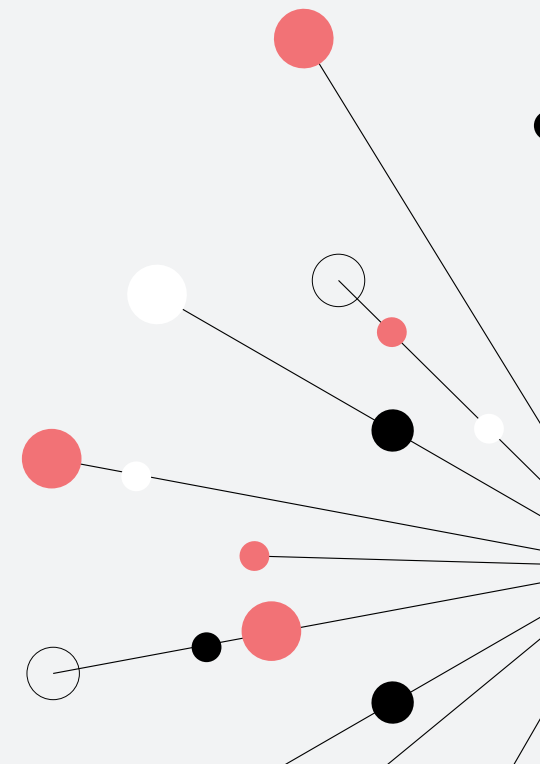- Data-Driven Decision Making

Live Instructor Sessions: 2 Days

07

Module 7:
Applied Product Management

Engage in a collaborative workshop that covers the entire product lifecycle. Scope a product from inception to handover, including defining user problems, ideating solutions, and refining improvements.

Live Instructor Sessions: 2 Days

Tools and Technologies

Workshop and Collaboration
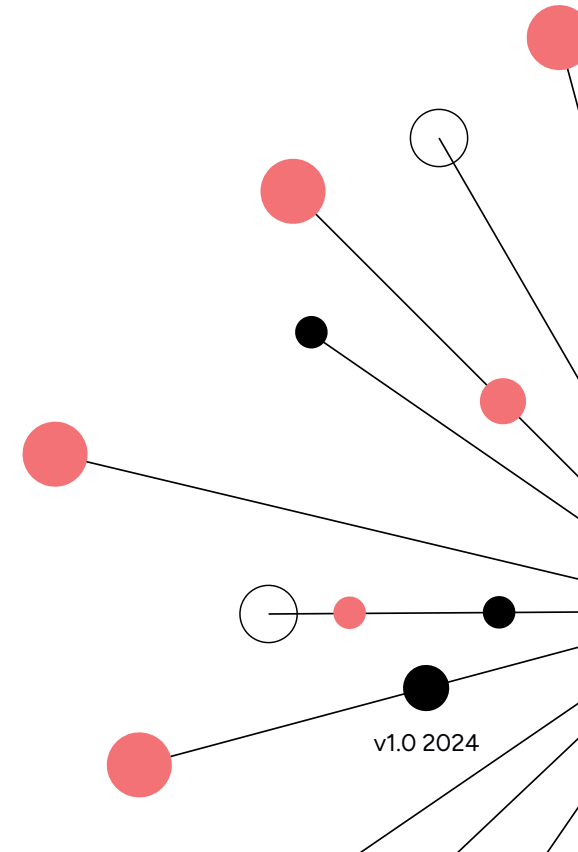- Miro

Version Control
- Git

Data Visualisation and Analysis
- SQL
- MS Excel
- Mixpanel

Large Language Models (LLM)
- ChatGPT

End-Point-Assessment

We ensure all learners are fully prepared for their End-Point-Assessment (EPA) through our internal gateway process, maximising their success rates.

Assessment criteria:

01

Knowledge
Ability to convey knowledge effectively.

02

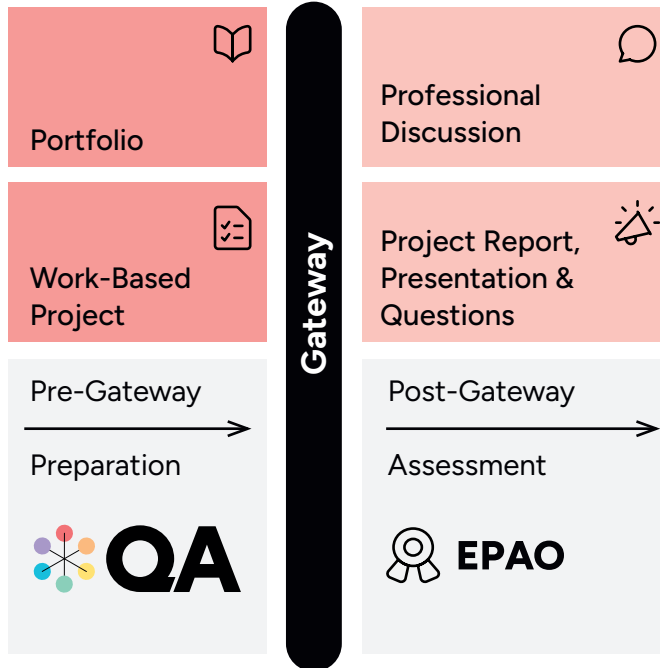**Skills**
Demonstrate practical skills with confidence.

03

Behaviour
Exhibit professional workplace behaviour.

Explore the detailed assessment criteria within the **Digital Product Manager standard.**

EPA process:

Portfolio	**Gateway**	Professional Discussion
Work-Based Project		Project Report, Presentation & Questions
Pre-Gateway Preparation **QA**		Post-Gateway Assessment **EPAO**

Professional Discussion: Engage in a formal two-way conversation to showcase knowledge, skills, and behaviours.

Project Report, Presentation & Questions: Complete a project managing a product from one stage of the development lifecycle to the next, showcasing competencies.
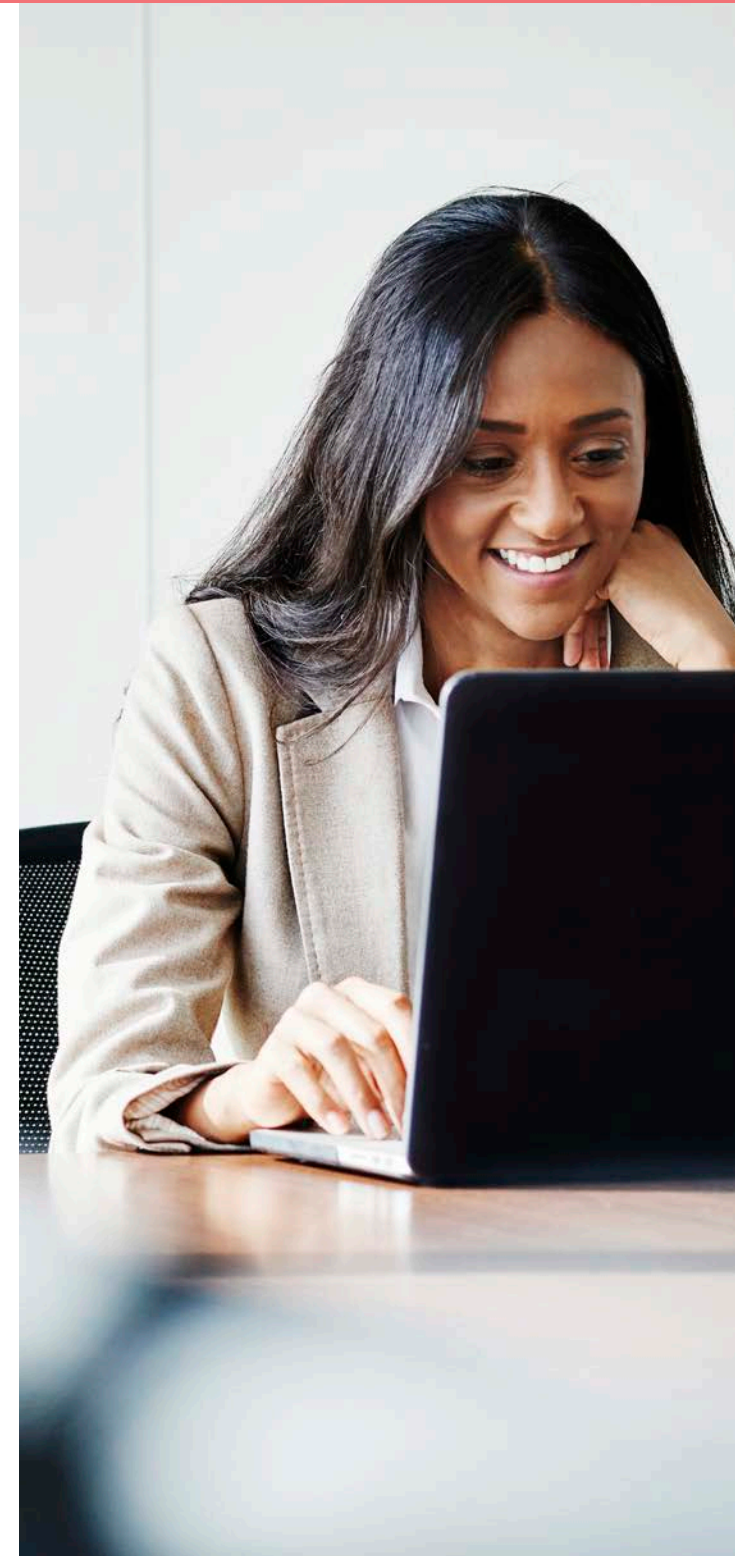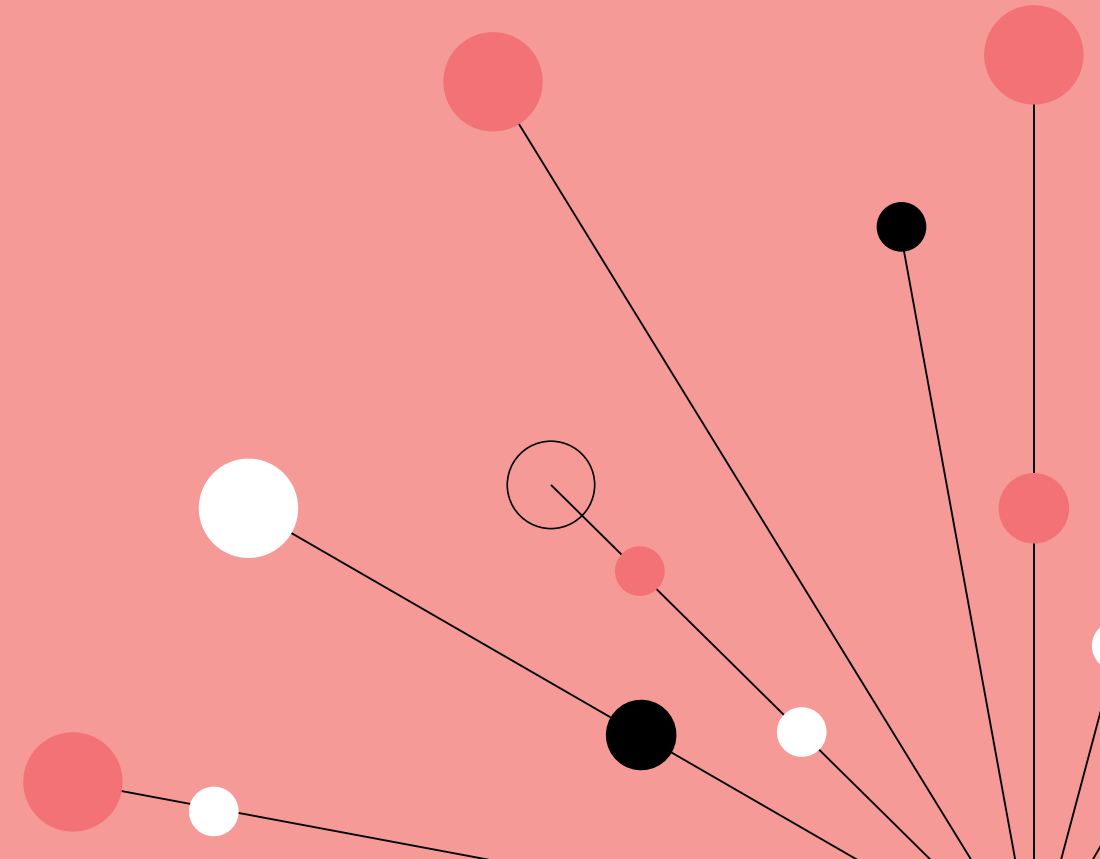
Ready to partner with us?

Let's talk:

0113 220 7150

qa.com/contact