

Technology  
Ireland  
DIGITAL

Skillnet

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DUBLIN  
OLLSCOIL TEICNEOLAÍOCHTA  
BHAILE ÁTHA CLIATH  
TECHNOLOGICAL  
UNIVERSITY DUBLIN



# Masters and Postgraduate Diploma in Product Management

Multi-award-winning programmes providing professional qualifications for product managers while contributing to business performance in a real-time, practical way.

# Drive your career with a professional product management qualification

## Delivery

The Postgraduate Diploma is part-time over 12 months. Modules are delivered on two consecutive days per month from October through June. Participants finish in September with a company based capstone project to bring real impact to their organisation.

On successful completion of the postgraduate diploma, participants can progress to a masters. The MSc track consists of three core modules and a thesis.

This programme is co-funded by the Government of Ireland and the European Union. See [www.eufunds.ie](http://www.eufunds.ie) to learn more.

“With the goal to create new and differentiated product offerings, each module has direct and practical applicability. The programme learning continues to deliver benefits to me, the product team, my employer and most importantly – our customers.”

Sean Finlay  
Head of Product  
Management  
AMCS Group



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

Mark Hill  
Vice president  
Product Management and Design  
Kitman Labs

**KITMAN** LABS

# Postgraduate Diploma modules

The Postgraduate Diploma in Product Management spans nine foundational competencies.

## Strategy and Business Models

- Develop product strategies to meet your growth challenges.
- Identify opportunities to create differentiable value, and drive business model innovation.

## Innovation and NPD

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

## Customer and Market Analysis

- Master context-driven research, including how to scope, plan and execute market research.
- Learn to build evidence-based market profiles and product propositions.

## Business Case and Strategic Pricing

- Master the fundamentals of pricing.
- Build evidence-based business cases.

## Product Portfolio Management

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

## Applied 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.

## Product Management at Scale

- Explore Go-to-Market and Route-to-Market frameworks
- Optimise the Sales-Marketing-Product Management interface.

## Leadership and Personal Development

- Understand personality traits and their impact.
- Explore leadership strategies.

## Communications and Collaboration

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

## Applied in-company project

Participants craft a major, company-based project to address significant 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

Participants should plan for ten hours of self-directed learning per week.

Successful candidates have the option to progress to an MSc over the following year.

"I have used the roadmap learning - the product management discipline in my part of the organisation is biased towards day-to-day business and client management rather than innovation and research so the *Masters* has been helpful."

Leonard Sutton  
Executive Director  
JP Morgan

J.P.Morgan

60  
credits

on the National  
Framework of  
Qualifications

## Postgraduate Diploma Modules

Strategy and Business Models

Innovation & NPD

Customer and Market Analysis

Business Case and Strategic Pricing

Product Portfolio Management

Applied Design Thinking

Product Management at Scale

Leadership and Personal Development

Communication and Collaboration

Applied Project

## MSc Modules

Strategy for Competitive Positioning

Strategic Management of Technology and Innovation

Business Research Methods

Thesis

30  
credits

on the National  
Framework of  
Qualifications

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

### Strategy for Competitive Positioning

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

### Strategic Management of Technology and Innovation

- Learn about decisions and processes that help to generate, develop and deliver technology in line with company strategy and growth objectives.
- Review company-level best and next practice.

### 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.

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. The programme adopts an action-learning approach, so students work on the business while working in the business.

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

“The skills I gained from the diploma have significantly enhanced my effectiveness as a product manager. This learning has translated into tangible benefits for my company. I am now more confident in proposing new revenue-driving initiatives and have become a mentor to less experienced team members, guiding them towards success.”

Diana Casey  
Product Manager  
ESW

**esw.**

## Your learning partners

### Technological University Dublin

TU Dublin, Ireland's first Technological University, combines academic excellence with professional, career-oriented learning and research. TU Dublin's College of Business is a leading provider of executive education with a distinctive practice-led, research-informed approach.

### Technology Ireland DIGITAL Skillnet

Technology Ireland DIGITAL Skillnet is the National Training Network for companies in the DIGITAL Technology Sector. It provides support for firms with software and technology functions to enhance and skills and boost competitiveness.

[www.digitalskillnet.ie](http://www.digitalskillnet.ie)

### Technology Ireland

Technology Ireland is an Association within Ibec, which represents the Digital and Software Technology Sector. Technology Ireland is the largest business organisation representing Ireland's tech sector.

“The Product Management Diploma has been instrumental in my transition from a technical background to a product management role. It has significantly enhanced my day-to-day performance and enabled me to secure a new position at one of the world's largest financial institutions.”

Vipul Phulphagar  
Senior Product Manager, Mastercard

 **mastercard.**

# Who is this programme for?

The programme is well suited to:

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

## Fees and Registration:

### Postgraduate Diploma (Year 1)

Fee: €7,600

Grant-aided fee through Technology Ireland DIGITAL Skillnet: €4,950

### Master of Science in Product Management (Year 2)

Fee: €4,000

Grant-aided fee through Technology Ireland DIGITAL Skillnet: €3,000

Grant-aided fees are available to companies through the DIGITAL Skillnet.

Participants must have a Level 8 Honours Degree in a cognate discipline with a minimum of a 2:2. Candidates with significant work experience but without the requisite qualifications may be considered under a Recognition of Prior Learning process.

## Key facts about the programmes



**14 years**  
of product management  
qualifications in Ireland



**1st**  
advanced educational  
programmes for product  
managers in Europe



**35%**  
of participants are  
Senior Product Managers

Over  
**350**  
Executive Alumni

**20%**  
of Participants  
at Director level



**77%**  
Irish Indigenous  
Companies /  
23% FDI sector



3  
awards for outstanding  
achievement in sector  
development



Over  
**300**  
companies have participated  
in the programmes

Further details and applications at [www.digitalskillnet.ie](http://www.digitalskillnet.ie)

Alternatively, email [info@digitalskillnet.ie](mailto:info@digitalskillnet.ie)