

Technology
Ireland
Software

Skillnet

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DUBLIN
OLLSCOIL TEICNEOLAÍOCHTA
BHAILE ÁTHA CLIATH
TECHNOLOGICAL
UNIVERSITY DUBLIN



Postgraduate Diploma and MSc in Product Management

Our multi award-winning qualifications provide certification for product managers while contributing to business performance in a real-time, practical way.

Postgraduate Diploma modules

The Postgraduate Diploma in Product Management spans nine foundational competencies.

60
credits

on the National
Framework of
Qualifications

Strategy and Business Models

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

Strategic Communication and Collaboration

- Strengthen your leadership, negotiation and communication style
- Enhance your capacity to influence stakeholders and unlock buy-in from cross-functional teams.

Innovation and NPD

- Learn frameworks and workflows for innovation and new product development.
- Develop practical, market-facing skills and go-to-market strategies.

Analytics for Strategic Decision Making

- Learn to apply data analytics techniques to inform and shape high-level strategic decisions, linking insights to strategic objectives.
- Develop the ability to design, critique, and communicate analytics solutions assessing the business impact and implementation challenges of analytics-driven strategies.

Product Portfolio Management

- Learn to evaluate, prioritize, and select product initiatives using formal frameworks and financial/strategic metrics, aligning the portfolio with strategy and available resources.
- Develop governance and optimization skills for managing a portfolio across its lifecycle.

Applied Design Thinking

- Employ design thinking methods to match market needs with technological and business feasibility.
- Accelerate problem-solving and discovery using structured, repeatable protocols.

Business Case and Strategic Pricing

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

Leadership and Personal Development

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

Product Management at Scale

- Assimilate strategies and frameworks for scaling products and platforms to support multiple teams and products.
- Data-driven, cross-functional execution at scale

Applied Project

- Applied company project to address significant business challenges
- Incorporates frameworks for analysis and implementation of recommendations

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.

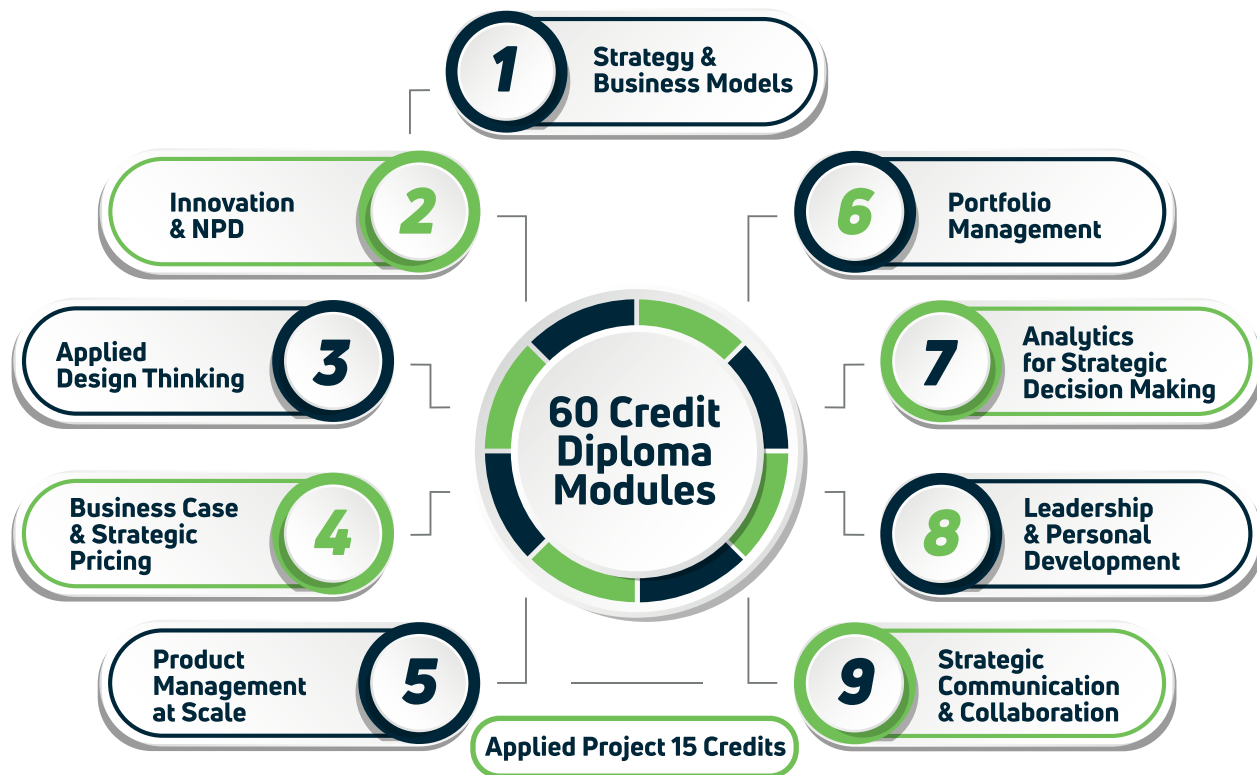
Successful candidates have the option to progress to an MSc over the following year.

“Completing the Masters in Product Management was a turning point in the development of my critical thinking and strategic management skills.”

Macdara Butler
Product Manager
OpenJaw Technologies

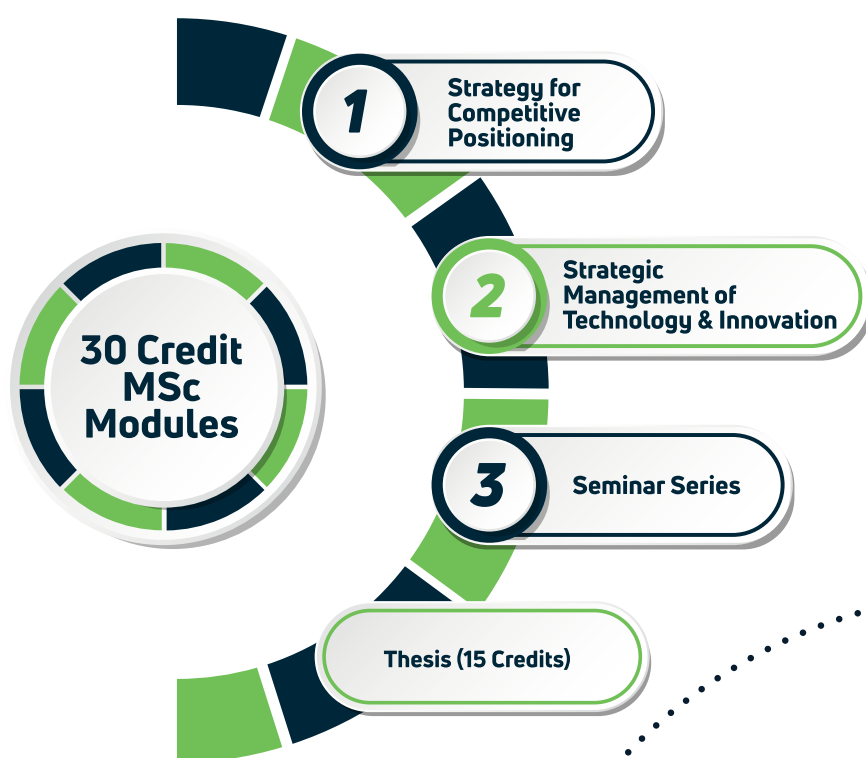


Assignments are embedded in participants' workplaces, so learning is applied to live challenges



- Practice-led, research informed
- Applied Learning
- Best Practice Methods
- Core Concepts & Frameworks
- Practical domain expertise

Two-stage pathway: one-year part-time Postgraduate Diploma (60 ECTS), with optional progression to an MSc (90 ECTS total) via three further modules and a thesis



- Self-directed learning
- Next practice Thought leadership
- Research-led, practice-informed Deepening research rigor
- Accelerated Critical Thinking
- Deep domain expertise

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

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.**

Accelerate 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 September. Participants finish with a company based applied project to bring real impact to their organisation.

Participants can then progress to an MSc which constitutes a continuation of the Postgraduate Diploma in Product Management. It consists of three core modules and a thesis.

"The lecturers include some of the world's leading authorities in product management.

Now I have the knowledge and the frameworks to back up whatever approach I am recommending, whereas before I might have just gone with gut instinct."

Aidan Kenny
Lead Product Owner
Smartbox Group

smartbox

"The application of programme learning to live challenges in the workplace delivered immediate benefits for me and my employer.

Among the many concepts that 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

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: €3,950

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



16 years
of product management
qualifications in Ireland



1st
advanced educational
programmes for product
managers in Europe



35%
of participants are
Senior Product Managers

Over
400
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



Learn More

Further details and applications at www.digitalskillnet.ie