

AI-First Product Management

The end-to-end program to become a confident, job-ready AI product manager

DURATION

16 weeks

FORMAT

Live online classes with recordings

TIME NEEDED

8–10 hours a week

FEE

\$2,000 · ₹1,74,000 approx.

What you'll be able to do

- Run discovery and turn research into clear problem statements
- Prioritise, write PRDs and user stories, and align stakeholders
- Plan sprints and ship with Jira, Confluence and Asana
- Define metrics, read funnels, write SQL and run A/B tests
- Design and ship AI features: LLMs, RAG, agents, evals and guardrails
- Build and launch your own website and AI prototype with Claude Code, Figma and Lovable
- Build a portfolio of 25+ case studies and a capstone
- Crack PM interviews with mock tests and 1:1 mock interviews

Curriculum

01 Product thinking and the PM role

What PMs do and how they decide · Product life cycle and delivery approaches (Agile, Scrum, Kanban) · Outcomes over output · Types of PM roles: B2C, B2B SaaS, platform, growth, AI PM

02 Product strategy

Vision, positioning and moats · Market sizing (TAM, SAM, SOM) and competitor analysis · Business models and pricing · OKRs and outcome roadmaps

03 Discovery and user research

User interviews and surveys · Jobs-to-be-done, personas and journey maps · Synthesis and insights · Research tools: Google Forms, Typeform, Dovetail, Hotjar, Microsoft Clarity

04 Problem framing and prioritisation

Root-cause analysis: five whys, fishbone · RICE, Kano, MoSCoW and value vs effort · MVPs and experiment design · Opportunity solution trees

05 UX, wireframes and Figma

UX principles and design reviews · Wireframes and prototypes in Figma and FigJam · Usability testing · Working with designers; Balsamiq and Miro for quick sketches

06 PRDs, user stories and documentation

Writing PRDs and one-pagers · User stories and acceptance criteria · Confluence and Notion for product docs · Writing PRDs with AI and getting them critiqued

07 Agile delivery with Jira, Confluence and Asana

Backlogs, epics, sprints and boards in Jira · Sprint planning, stand-ups and retros · Roadmaps and cross-team projects in Asana · Release notes and stakeholder updates; Linear, Trello and ClickUp compared

08 Analytics, SQL and experimentation

North-star, input and guardrail metrics · Funnels, cohorts and retention in Mixpanel, Amplitude and GA4 · SQL for PMs and Excel / Google Sheets · Dashboards in Looker Studio; A/B testing and statistics basics

09 Launch, growth and monetisation

Go-to-market planning · Growth loops, activation and retention · Pricing and packaging · Launch checklists and post-launch reviews

10 Tech and system design for PMs

How the web works: front end, back end, APIs and databases · Testing APIs with Postman · Cloud, scalability and trade-offs · Explaining systems in interviews

11 AI foundations for PMs

How LLMs work: tokens, context, hallucinations · Prompt engineering · RAG, embeddings and vector search · Evaluations, cost, latency, risk and responsible AI

12 Claude for product managers

Claude Projects for research, synthesis and PRDs · Artifacts: dashboards, mock-ups and documents · Connectors: Gmail, Calendar, Drive, Slack and GitHub · Skills and MCP: connecting Claude to your own tools

13 Claude Code: build and launch a website

Setting up Claude Code and GitHub · Building a landing page or product website from a prompt · Deploying free on Cloudflare Pages or Netlify, with your own domain · Adding forms, analytics and an AI chatbot; iterating safely with Git

14 AI prototyping and automation tools

Lovable, Bolt, v0 and Replit for app prototypes · Figma Make and AI design tools · n8n, Zapier and Make automations · ChatGPT, Gemini, Perplexity and NotebookLM for research

15 Agentic AI and AI product design

Agents, tool use and MCP · Human-in-the-loop and guardrails · AI metrics and evaluation · Writing an AI PRD

16 Capstone, mock tests and interview preparation

Capstone: build and pitch your own AI product · Weekly mock tests · Product sense, metrics, strategy, RCA and behavioural rounds · 1:1 mock interviews with feedback

17 Job assistance program

Resume and LinkedIn makeover · Portfolio of 25+ case studies · Referrals and job-search strategy · Offer negotiation and salary discussions

Projects

- 25+ real-world case studies across fintech, e-commerce, SaaS and consumer apps
- AI feature PRD with metrics and guardrails
- Your own product website, built with Claude Code and launched live
- Clickable Figma prototype tested with real users
- End-to-end capstone product

Tools you'll use

Product and delivery

Jira

Confluence

Asana

Notion

Linear

Trello

ClickUp

Productboard

Aha!

Design and collaboration

Figma

FigJam

Miro

Balsamiq

Whimsical

Slack

Loom

Analytics and data

Mixpanel

Amplitude

Google Analytics 4

SQL

Excel / Google Sheets

Looker Studio

Hotjar

Microsoft Clarity

Research and testing

Typeform

Google Forms

Maze

Dovetail

Postman

AI assistants

[Claude](#)[ChatGPT](#)[Gemini](#)[Perplexity](#)[NotebookLM](#)[Microsoft Copilot](#)

Build with AI

[Claude Code](#)[Cursor](#)[GitHub](#)[Lovable](#)[Bolt](#)[v0](#)[Replit](#)[Figma Make](#)

Automation

[n8n](#)[Zapier](#)[Make](#)

Your instructor



Varun Kumar

Founder and lead instructor, SkillNavora. Product manager and author of the 570-page SkillNavora PM Master Handbook.

Career support

Job assistance

- Resume and LinkedIn makeover with 1:1 reviews
- Portfolio of 25+ case studies, capstone and your live product
- Referrals through our network when you're job-ready
- Job-search strategy: target roles, companies and outreach
- Offer evaluation and salary negotiation guidance

Interview preparation

- Weekly mock tests on product sense, metrics and strategy
- 1:1 mock interviews with detailed feedback
- Question bank: product design, RCA, guesstimates, metrics, behavioural
- AI PM and system design rounds for PMs
- Practice with AI between sessions

Fees and scholarships

\$2,000

₹1,74,000 approx. · Includes live classes, 25+ case studies, capstone, mock tests, 1:1 mentorship and the job assistance program.

- **Up to 100%: Merit scholarship.** For eligible candidates who do well in the SkillNavora scholarship test and interview. Limited seats every cohort.
- **Students: Students and freshers.** Special pricing for college students and recent graduates, with a valid student or graduation ID.
- **EMI: Flexible payment plans.** Pay the fee in easy monthly instalments, with plans for every cohort.

Book a free counselling call

WhatsApp or call +919211315006 · support@skillnavora.in · www.skillnavora.in/apply

Placement support helps you prepare and apply; it is not a job guarantee. Details may change; the website has the latest information.