



KAIZENOVA TECHNOLOGIES LLC d/b/a TEK2KAREER

Program Catalog: Product Management Specialist Certificate (96 Hours)

Institutional Status

KaizeNova Technologies LLC d/b/a TEK2KAREER is a proprietary, non-degree-granting institution authorized by the Michigan Department of Labor and Economic Opportunity. This program is an authorized vocational certificate program and prepares students for occupational roles in product operations, Agile coordination, requirements support, and cross-functional product workflows.

Program Overview

The **Product Management Specialist Certificate** is a 96-hour, 24-week vocational training program designed to prepare students for product management functions across industries. This program aligns with Project Management principles.

By the end of this program, students will be able to:

- Define and communicate product vision, mission, and strategic positioning aligned with corporate objectives.
 - Conduct market research, user testing, and competitive analysis to identify opportunities and generate insights.
 - Build and manage roadmaps, prioritization frameworks, and product backlogs using industry best practices.
 - Develop business cases, perform financial modeling, and demonstrate accountability for budgets and P&L.
 - Learn how to create powerful KPIs that track product success, prove business impact, and guide smarter decision-making.
 - Apply Agile, Scrum, Kanban, and SAFe frameworks to manage requirements and deliverables.
 - Execute comprehensive go-to-market (GTM) strategies including pricing, positioning, launch, and scaling.
 - Use Jira, Confluence, Trello, Google Workspace, and/or similar industry tools.
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Occupational Objectives

Graduates are prepared for the following entry-level vocational roles:

- Product Management Specialist
- Product Coordinator
- Product Analyst
- Product Operations Analyst

These roles reflect clearly defined vocational entry points and comply with Michigan LEO expectations for occupational alignment.



Program Structure (96 Hours)

The program is divided into five distinct modules:

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

Detailed Module Descriptions

Module 1 — Product Management Foundations (16 Hours)



Product Management Foundations

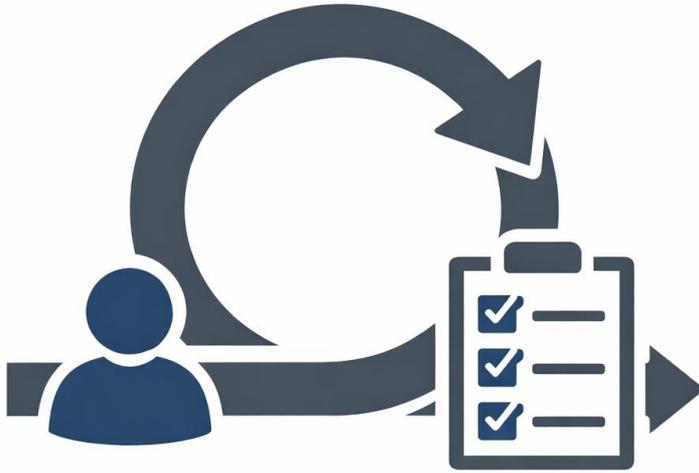
Topics:

- Product roles (Coordinator, Analyst, Operations, PM-support roles)
- Understanding customer problems
- Product vision and basic strategy
- Market and user research fundamentals
- KPIs and basic product metrics
- Stakeholder and communication mapping

Outcomes:

- Understand how product teams function
- Apply foundational product concepts used across industries

Module 2 — Agile & Scrum Frameworks (20 Hours)



Topics:

- Agile mindset and principles
- Scrum ceremonies: standups, planning, reviews, retrospectives
- Kanban vs Scrum workflows
- Sprint management and capacity planning
- Cross-functional team collaboration (Engineering, QA, UI/UX)

Outcomes:

- Support Agile/Scrum teams
- Participate in core Agile ceremonies and workflows

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



Requirements & User Stories

Topics:

- Gathering requirements from stakeholders
- Personas and journey mapping
- Writing user stories (INVEST criteria)
- Acceptance criteria & Definition of Done
- Prioritization frameworks (RICE, MoSCoW, Kano)

Outcomes:

- Write clear user stories and acceptance criteria
- Translate business needs into actionable Agile requirements

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

Product Lifecycle



Topics:

- Product lifecycle: discovery → development → launch
- Competitive analysis & feature comparison
- Roadmapping basics and feature sequencing
- Release planning, versioning, and quality gates
- Change management and cross-functional coordination

Outcomes:

- Build basic product roadmaps
- Assist in product release coordination and documentation

Module 5 — Tools & Collaborative Workflows (20 Hours)



PRODUCT MANAGEMENT TOOLS

Tools Covered:

- Jira (boards, tickets, epics, backlogs, dashboards)
- Confluence (documentation, requirements pages)
- Trello (Kanban tracking)
- Miro (whiteboarding & mapping)
- Google Workspace & Microsoft Office

Outcomes:

- Maintain backlogs and documentation
- Use industry-standard tools to support product development workflows

Program Length & Schedule

Item	Details
Total Hours	96

Item	Details
Duration	24 weeks
Schedule	2 days/week • 2 hours per session
Delivery Format	Live online instruction, Hands-on tool-based exercises, Group collaboration & mock Agile simulations, Final case study presentation

Tuition & Fees

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

Payment Methods: Zelle, Stripe, PayPal, Square, Venmo, Credit/Debit Cards. Custom installment plans available upon request.

Refund Policy (LEO-Compliant)

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

Refund requests must be submitted in writing to info@tek2kareer.com. Refunds are issued within 14 business days.

Admission Requirements

Required:

- High school diploma or GED
- Government-issued ID
- Basic computer proficiency
- Stable internet connection
- Laptop or desktop computer
- Active email address

Recommended (not required):

- Familiarity with basic tech or business concepts
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Attendance Policy

- Minimum **80% attendance** required.
 - Absences exceeding 20% may result in dismissal.
 - Excused absences require documentation.
 - Students must complete all missed work.
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Grading Policy

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

Minimum passing grade: **70%**

Completion Requirements

Students must meet **ALL** of the following:

- ✓ Complete all modules and assignments
 - ✓ Attend at least 80% of scheduled sessions
 - ✓ Achieve a minimum 70% grade
 - ✓ Successfully complete the final case study
 - ✓ Fulfill all tuition and financial obligations
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Tools & Resources Used

(Industry-standard equivalents may be used)

- Tutor LMS
- Zoom
- Jira
- Confluence
- Trello
- Miro
- Microsoft Office
- Google Workspace
- Program templates & documentation samples

Student must provide: Laptop, webcam, microphone, stable internet connection.

Instructor Qualifications

Instructors must have:

- 5+ years of experience in Product, Agile, or Project roles
- Hands-on experience with Jira, Confluence, and Agile methodologies
- Professional background in software, engineering, or business environments

- Degree in business, IT, engineering, or equivalent industry experience
 - Prior teaching, coaching, or training experience
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Grievance Policy

Students may submit concerns to info@tek2kareer.com. A response will be provided within 10 business days.

Escalation Path:

- 1 Instructor
- 2 Program Director
- 3 Michigan LEO Proprietary Schools Unit (Email: LEO-ProprietarySchools@michigan.gov)

All grievances are documented and retained for seven (7) years.

Disclaimer

This program is a MI LEO authorized program certificate for Product Management. Completion does not guarantee employment, but prepares students for industry-recognized PM roles.