

Sela.

ProMng

Product and Project Management Extended

college@sela.co.il

03-6176666





Product and Project Management Extended

ProMng - Version: 1

 6 days Course

Description:

This Extended Product and Project Management Course is a comprehensive, practical, and up-to-date training program. The course aims to grant complete mastery of methodologies, tools, prioritization techniques, and effective team management. A special emphasis is placed on integrating Artificial Intelligence (AI) tools into project management processes, providing hands-on examples and practical exercises using the most advanced and relevant tools in industry.

Intended audience:

Managers with basic technical knowledge and familiarity with the world of project management

Prerequisites:

Objectives:

Topics:

Product Manager VS Project Manager



- - PLC (Product Lifecycle) vs Project Lifecycle
- - WBS (Work Breakdown Structure) and Risk Management-
- - Integrating AI into Management Processes

• Agile • Scrum • Hybri

- - Agile Principles and Scrum Framework-
- - Ceremonies, Roles, and Artifacts-
- - Hybrid Approach – Tailored Integration
- - Writing Specifications (BRD/PRD)-

Prioritization and Management Tools

- - RICE, MoSCoW, and Value-Effort Matrices
- - Dashboards and Control-
- - Effective Time and Task Management-
- - Effective Meeting Management-
- -KPI Management – Metrics
- -AI Integration in Control Meeting summaries, risk identification, report building
- - Negotiation with Stakeholders

UX, Stakeholders, and Figma

- - UX Principles and Business Goals
- - Balancing Stakeholders and User Value
- - Figma Practice

Risk Management and MVP

- - Risk Mapping and Management

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- - MVP Planning through Launch-
- - Measurement and Tracking Tools-
- - Cost Estimation

AI Tools and Group Project

- - Management Tools + Audio/Video/Image Generation
- - End-to-End Group Project
- - Ethics, Copyright, and Data Security when Working with AI-