SPICED

Program Curriculum

Product Manager

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SPICED was amazing on every level: the course content, the coaches and my classmates!

Thomas Le Corvec

SPICED

Hallo! 👋

Everyone has to start somewhere.

For us, it started in Berlin with a simple idea. To propel highly motivated people into the careers they want, through expert-led and meticulously curated tech courses.

We don't just teach the latest technologies, though.

Spiced is an attitude. It's a community and a melting pot. It's a place where you can meet and connect with people that could change the trajectory of your life. Those who help you develop professionally and personally. From your cohort and beyond.

Remember, no-one's born a genius - it's going to take hard work and dedication to get where you're going.

We're here with you, every step of the way 🚀

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Design your path.
Drive your product.

Ready to own your future and drive your product to success? Our Product Manager course offers you the freedom and guidance to excel in transforming visions into tangible products.

From the very first day, you'll dive into real-world scenarios, enhancing your skills in key areas like product strategy, user experience design, and agile methodologies. You'll explore foundational concepts such as product lifecycle management, stakeholder collaboration, and risk analysis, while mastering the art of creating compelling user stories and effective roadmaps.

But it's more than just frameworks and techniques; it's about your professional growth. We focus on career development, offering guidance on resume building, interview strategies, and LinkedIn optimization.

Ready for the next chapter? Let's get started 🚀

I used to be a Flight Attendant and wanted to try something new. This field felt very exciting! SPICED was great - sometimes difficult and challenging, but the overall experience was *amazing.* Unforgettable memories!

Anastasiia Kiias
SPICED Graduate

I felt like I was on a rollercoaster of knowledge, everything was very fast, but also very fun and beneficial. I never had such cool classmates, and I loved the teachers and the SPICED team!

Ricardo Garcia
SPICED Graduate Graduate

SPICED had good vibes from the get-go: family feeling, amazing community support! The bootcamp is challenging, but SPICED was the best place for me!

Luca-Elia Salomon
SPICED Graduate

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Before the Course

(10-20 Hours)

The purpose of the Prep Course is to get you prepared for your 12 weeks of the on-line course. If you focus on this part, you'll find the transition into the new concepts during the boot camp phase of the course much easier.

What You'll Learn

(12 Weeks)

Phase 1 - Foundation 🌱

In this phase, you'll gain a strong grasp of the essentials of Product Management, exploring the role's significance and its impact within organisations. This phase sets the stage for everything that follows.

Intro to Product Management

- Intro to Product Management
- Role of the Product Manager
- Understanding Product Organisations

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Phase 2 - Strategy Development 📈

Dive into creating and aligning a product strategy with your business objectives. You'll learn how to craft a vision that drives your product forward.

Phase 3 - Discovery 🔍

You'll focus on understanding your users through research and applying those insights to guide product development. You'll also dive into product analytics, learning how to define KPIs, analyse data, and use A/B testing to make informed decisions. By the end, you'll be equipped to gather and interpret key information that shapes successful product strategies.

Product Strategy

- Create a Product Strategy
- Create a Product Vision
- Set up Product Principles
- Design Thinking

Discovery & User Research

- Discovery in the Product Development Lifecycle
- User Research

Product Analytics

- Define and Measure KPIs
- Introduction to Data Analytics
- AB Testing

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Phase 4 - Product Design 🎨

This phase is about creating user-centred experiences. You'll develop skills in designing user personas, flows, and journeys, while learning to create wireframes and use story mapping. You'll also work on prototyping and usability testing to refine your designs and ensure they resonate with users before launch.

UX & Product Design

- User Centered Design
- User Personas
- User Flows & User Journeys
- Wireframing
- User Story Mapping

Usability Testing

- Create and Validate a Product Hypothesis
- Prototyping
- Usability Testing

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Phase 5 - Delivery 🛴

You'll focus on turning your product vision into reality through careful planning and execution. You'll learn how to create and manage essential tools like user stories and product requirements documents (PRDs) that guide the development process.

This phase will also cover best practices for coordinating with development teams to ensure that your product is built efficiently and meets the desired quality standards.

By the end, you'll have the skills to effectively oversee the delivery of your product, ensuring it aligns with both user expectations and business goals.

Planning

- User Stories & PRDs
- Estimating
- Prioritising
- Roadmaps

Agile Methodologies

- Deep Dive Agile
- Intro to Scrum & Kanban
- Applying Agile Principles

Working with Developers

- Understand Team Roles and Dynamics
- Ensure Psychological Safety in Teams
- Definition of Ready (DoR) and Definition of Done (DoD)
- Quality Assurance,Testing & UAT

Leadership & Communication

- Stakeholder Management
- Communication skills
- Conflict Management
- Presentation & Negotiation Skills
- Feedback Culture
- Moderate Efficient Meetings

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Now
AI-flavored!

Phase 6:
Optimise Your Agile
Workflow With AI

- The Fundamentals of Gen. AI
- Current AI tools
- The Risks & Considerations when using AI
- Using AI in Product Development

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Phase 7 - Launch & Iterate 🚀

User testing is a crucial step to ensure that designs meet user needs and can be improved upon. You'll conduct your first usability test, gather data, and gain valuable insights. Additionally, you'll learn about the impact of dark and light patterns in design and the responsibility that designers hold towards people and the environment.

Important Topics

- Go to Market Strategies
- Deployment & Launch
- Preparing a Launch
- Post-Launch

A Typical Day At Spiced

- **9:00 am** — Check-in & Student Recap
- **9:30 am** — Q&A
- **9:45 am** — Morning session
- **12:30 pm** — Recap or Active learning
- **1:00 pm** — Lunch
- **2:00 pm** — Afternoon session
- **5:00 pm** — Recap
- **5:15 pm** — Independent project time

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Payment options

Full-Paying

Ready to invest in your future? Pay the full tuition fee (€8,500) 14 days before the course starts.

Installments

Pay in 3 handy instalments (including a €300 surcharge):

€3,000 - 14 days prior to program
€2,900 - 4 weeks into the program
€2,900 - 8 weeks into the program

Deferred Payment

If you don't have the means to pay the total compensation upfront or in instalments but still want to participate, we offer a deferred payment option to highly motivated candidates. Those accepted will have a clear vision of what they want to do after SPICED. Applicants will be interviewed and answer a questionnaire.

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Payment options (ctd.)

Bildungsgutschein

If you're registered as unemployed (or soon to be) in Germany, you could be eligible to have all your costs covered with a Bildungsgutschein (training voucher).

Heads up, the more motivated you are, the higher the chances are to get one!

For more information on this option, check our page dedicated to financing your bootcamp with a Bildungsgutschein right here.

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"Most importantly, Spiced feels like a family. When you're working 8–10 hours a day surrounded by the same people, it's good to have a supportive work environment and atmosphere."

Olof Reimegard
now working @ Zaplox

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Careers Service

Where practical meets personal, our Careers Service helps turn the dream job into *your* job.

Through group workshops, we help you excel at real-world interviews, and build your communication skills, critical thinking, teamwork and empathy.

Community

Community rules at Spiced - after all, there's more to life than studying! For those in Berlin, we hold regular get-togethers with pizza and drinks in our beautiful campus so you can share ideas, grab a coffee, and generally unwind among fellow hungry minds.

We pride ourselves on our international culture and provide a supportive environment to both students and staff. If you need help with your code or a chat, we try to make sure there's always someone on hand for a quick Zoom, or a sit down.

Oh, and Friday drinks can be the stuff of *legend.*

Our Campus

Welcome to Kreuzberg. Home to SO36 punks, döners and the loveable rogues of Spiced-World. Just at our doorstep you'll find a world of cuisine, upscale cocktail joints, downtrodden kneipes, and cafes ranging from artisanal to hole-in-the-wall.

We love hosting tech events and bringing our ever-growing network to campus and online for workshops and talks. Even after you've graduated, there's an open invite to our events - once a Spicedling, always a Spicedling.

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Thank you

For more information, please get in touch
info@spiced-academy.com