WOMEN IN PRODUCT CERTIFICATE

Program Description

As the key to developing innovative solutions to customer needs and driving growth, product management is one of today's increasingly critical and fast-growing fields — yet one where women are massively underrepresented.

This certificate program provides the opportunity for women interested in growing a career in product to gain the essential skills needed to design and develop a product through its entire lifecycle, from scoping and development through launch and beyond. The courses will introduce you to the processes of initiating new products, identifying the target customer, creating user stories, and design and development. In the second half of the program, you will examine some of the issues facing women leaders in the workplace and develop strategies for dealing with them, including how to best negotiate in the workplace, how to effectively provide both positive and negative feedback, and how to strengthen your emotional intelligence to stand out as a leader among both men and women.

The ultimate goal of the program is to encourage more women to grow into product leaders that develop innovative apps or solutions on which the world may be currently missing out.

Key Takeaways

- Design and develop a product
- Identify and target customer needs to inform product design
- Perform market research to develop a product business case
- Create a product roadmap
- Manage a product development team
- Give feedback effectively, putting your team in a position to succeed
- Navigate the "double bind" dilemma facing women in leadership
- Negotiate effectively as a woman leader

What You'll Earn

- Women in Product Certificate from Cornell College of Engineering
- 110 Professional Development Hours (11 CEUs)
- 54 Professional Development Units (PDUs) toward PMI recertification
- 50 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 50 Credit hours towards HRCI recertification

Who Should Enroll

- Women interested in developing a career in product management
- Product managers
- Data scientists and analysts
- Entrepreneurs
- Tech leaders
- Software developers and engineers
- UX and web design professionals
- Project managers
- MBA students

Total Investment

- 6 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Women in Product (https://ecornell.cornell.edu/certificates/technology/women-in-product/).

Courses

Code	Title	Hours
eCornell CEEM561	Preparing for Success as a Product Manager	0
eCornell CEEM562	Managing Product Teams	0
eCornell CEEM563	Identifying and Targeting Customer Needs	0
eCornell CEEM564	Prioritizing for Product Roadmaps	0
eCornell CEEM565	Designing and Developing Products	0
eCornell CEEM566	Managing the Product Lifecycle	0
eCornell DYS521	Women in Leadership: Navigating the Double Bind	0
eCornell DYS522	Women in Leadership: Negotiation Skills	0
eCornell DYS523	Women in Leadership: Using Emotional Intelligence to Drive Results	0
eCornell DYS524	Women in Leadership: Giving and Receiving Feedback	0
eCornell DYS525	Women in Leadership: Outsmart the Work-Life Balance	0