CAREER**FOUNDRY**

Product Management Program

with your Bildungsgutschein

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Program details overview

	Full-time program	Part-time program	CF
Program number (Maßnahmenummer)	9962 / 749 / 2024	962 / 85 / 2025	
Period of validity of the program	19.04.2023 - 18.04.2026	19.04.2023 - 18.04.2026	
Occupational identification number (Berufskennzahl)	71393	71393	
Job market outlook for Product Managers* *statistik.arbeitsagentur.de (Engpassanalyse)	Average time to find a job: 73 days Job-specific unemployment rate: 2,9% Exit rate from unemployment: 5,2% **Good job integration outlook (signs of labor shortage)**		
Program duration	6,3 months / 25 weeks / 126 working days / 1006 hours	12,6 months / 50 weeks / 252 working days / 1006 hours	
Weekly working hours	40 working hours	20 working hours	
Program language	English or German		
Program location	Online only	Online only	
Start dates	Every two weeks, always on a Monday (if the Monday falls on a public holiday, the course will start on Tuesday). See start dates.		
Total number of projects	4		
Mentor model	1-1 Mentor (calls) and Tutor (unlimited messaging)		
Job Support	Job Preparation Course and 1-1 Career Services		
Laptop provided	Yes		
Internship	No		

1. General information about our certification for a Bildungsgutschein

All providers who wish to offer courses with an educational voucher (Bildungsgutschein) on behalf of the Agentur für Arbeit/Jobcenter (employment agency) must first undergo a rigorous certification process in order to check the quality of the courses offered. Only then are they included in the Agentur für Arbeit's official list of course providers (New Plan).

CareerFoundry has successfully completed this process in accordance with the guidelines set out by AZAV (Akkreditierungs- und Zulassungsverordnung Arbeitsförderung—Accreditation and Licensing Regulation for Employment Promotion), and, as a DEKRA-certified educational provider, is permitted to accept educational vouchers in accordance with AZAV since 2016.

2. What is a Bildungsgutschein?

A Bildungsgutschein is an educational voucher provided by the Agentur für Arbeit/Job Center to registered German residents who are unemployed or soon to be unemployed. The Bildungsgutschein pays for the recipient to complete further educational training that will help them get back into the workforce.

3. How do I know if I'm eligible for a Bildungsgutschein?

To be eligible for a Bildungsgutschein, you must be resident in Germany and have completed the official registration process ("Anmeldung") where you register your address at your local "Bürgeramt". Aside from that, you may be eligible for a Bildungsgutschein if:

- You are currently unemployed
- You are currently employed but facing the prospect of unemployment
- You require further training in order to ensure job security in your current employment
- You require further training in order to make up for a "missing" qualification which is relevant to your line of work

To check your individual requirements for a Bildungsgutschein, you can request an appointment at the Agentur für Arbeit/Jobcenter by calling (toll free) 0800 4 555500, by using the Agentur für Arbeit's contact form, or visiting your local Agentur für Arbeit/Jobcenter. You will be assigned a contact person (advisor) who will assess your eligibility for a Bildungsgutschein.

It's important to note that the Bildungsgutschein is not a guaranteed benefit; the Agentur für Arbeit/Jobcenter is not obligated to grant one to all applicants. Also note that only the Agentur für Arbeit/Jobcenter advisors can determine your eligibility; CareerFoundry has no influence on this.

4. How to prepare for your appointment at the Agentur für Arbeit/Jobcenter

In addition to demonstrating your motivation and the value of the CareerFoundry program in helping you find a job, you'll need to bring and/or demonstrate:

- Proof that you are registered in Germany (Anmeldebescheinigung).

- Your up-to-date CV, ideally showing the connection between your professional background and the program you are going to take.

- Personalized course proposal (request this from us).

- This application guide (view here in German).

- List of relevant job ads within the Product Management field to show the strong demand for the skills you will learn in the program—you can take along some screenshots from Monster, Xing, Indeed, LinkedIn or StartupJobs — to name a few).

- If you don't speak German, it is advisable to bring someone along with you who can translate during the appointment.

- Emphasize that you will have access to a dedicated Job Preparation Course, it will provide all the guidance you need to refine your application packet, fine-tune your interview skills, and land that first Product Management job. If you complete the Job Preparation Course, you'll also receive the support of a dedicated career specialist for up to six months after graduation.

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5. I've received a Bildungsgutschein. What's next?

Once you receive your Bildungsgutschein, please contact us at bildungsgutschein@careerfoundry.com to start your course admission process. Please note that this process can take up to 14 days. The admission process consists of several steps:

- Send us a copy of the Bildungsgutschein—we will need to check in advance whether all the details are correct

- Complete a profile survey—this helps us to get to know you better and assess your suitability for the program

- Read and sign the Terms of Participation—this includes all the information and rules of the course and explains how our collaboration with the Agentur für Arbeit/Jobcenter works

- Complete an admissions test—this is designed to help you and us to ensure that all program requirements have been properly understood and that you know what to expect

- Choose your program language (English: complete a level test)

6. Who is the program for and what are the requirements?

This program is for complete beginners who'd like to learn the skills needed to become a job-ready Product Manager—no prior knowledge or experience is required!

The program is also suitable for complete career changers, as well as upskillers who need Product Management skills in their current role, or if they're hoping to go freelance.

7. Which tools will you use in the program?

Google Drive
You'll use this tool for collaboration and content management

Miro or Mural
You'll use this whiteboard tool for collaboration

Notion
You'll use this tool for project management and note-taking

Figma or Omnigraffle
You'll use either of these tools to create low-fidelity prototypes

Trello
You'll use this kanban-style tool for creating lists

Confluence
You'll use this wiki-style tool for collaboration

What are the costs associated for tools?

There are no costs associated with the tools that you'll be using—the tools offer either completely free to use, or offer free trials or versions that are suitable for the program.

Note: You will be required to invest some independent study time (approximately 1-2 hours per week) towards familiarizing yourself with the tools you'll use throughout the program, and learning how to use them.

System requirements:

- We recommend checking the individual system requirements for Figma, on their website: Figma

- For the other tools, we recommend a minimum of 4 GB of RAM on your device, but 8 GB would be preferable

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8. How does the program work?

The program provides a **100% online, asynchronous** learning experience—so while there is an overall completion deadline, you get to decide how to fit your study hours around other obligations. You'll be working through the program material in your own personal account on the CareerFoundry platform.

The program is broken into several larger modules called **"Achievements"** which are made up of smaller lessons. Each lesson is made up of reading material, videos, tutorials, a quiz, and a task—where you'll put your learning directly into practice. Each task will contribute to the **final projects** and deliverables that you'll finish the program with.
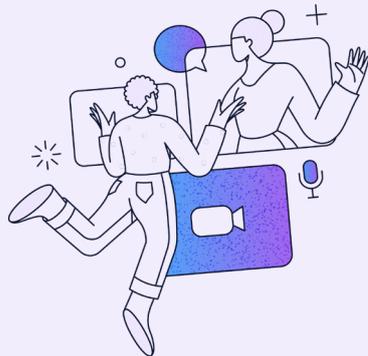
While there is **no final exam**, you'll have a dedicated **tutor** and a professional **mentor** (assigned based on your timezone) who will assess your submissions against our internal rubric. They'll let you know exactly how to improve your work to get it approved.

The program is counted as complete once all the Achievements have been reviewed and approved by your mentor. You will be able to download your certificate of completion directly from your dashboard. Take a look at a video of CareerFoundry's learning experience or read more on our How it Works Page.

You'll get free read-only access to our other career-change programs (data analytics, digital marketing, UI, and Product Management) and after completing this program, will have lifetime access.

9. What kind of support is available?

Tutor

Your tutor is a course expert who actively works in the field and provides individual feedback on your course assignments as you work through an Achievement. You'll communicate with them through the messaging tool in your account.

Mentor

Mentors are seasoned professionals who review the final task in your Achievements and provide detailed video reviews of each project you complete during the course. You'll have calls with your mentor over the span of the program. You can schedule these calls via our learning platform's built-in calendar tool. Learn more about our mentors and our dual-mentorship model on our Mentors page.

Student Advisor

Student advisors ensure you have the best possible experience throughout the program. You can message them from your dashboard (within the platform)—they're always happy to answer any questions you have about the administration of your program.

Career Specialist

If you opt into the Job Preparation course, you'll also have a dedicated career specialist who will provide individualized feedback for your job search strategy and application package. Your career specialist will answer all your questions throughout the Job Prep course, and be there to support and advise you on how to get the most out of your job search, both as you work through the program, and beyond as you progress in your career.

Fellow students

As a CareerFoundry student, you'll be part of an extensive community of fellow students, both during the program and after graduation. You can reach out to this community on Slack to discuss your coursework, organize meetups, or find a study buddy.

10. Program Outline

The Product Management Program is divided into four parts: Intro to Product Management, Product Management Immersion, Data Driven Insights Specialization, and Job Preparation.

Intro to Product Management

You'll learn about the day-to-day work of a product manager—from conducting market and user research to creating documentation and designing wireframes that help you to visualize the product improvement process.

Along the way, you'll develop key skills to set you up for success as a product manager, such as how to conduct research effectively, collaborate with other roles on the job, create and maintain a product roadmap, manage projects, and present your ideas to stakeholders.

You'll have the chance to learn more about various product manager roles, so that you can set your career goals and create a plan for your continued development. You'll also get an in-depth insight into what it takes to identify, manage, and implement improvements to a product.

The Intro course will cover the following topics:

1. The Role of the Product Manager
2. Introduction to the Product Requirements Document
3. Agile: Introduction to Scrum and Kanban
4. User & Market Research
5. Backlog Prioritization
6. Design, Prototypes, and MVPs
7. Team Alignment

See a more detailed course outline here.

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Product Management Immersion

Immerse yourself into the mindset of a product manager through hands-on application of the processes and tools that product managers use every day.

Achievement 1 - Understand Your Product and Align the Team

The main focus of this Achievement is to introduce you to the product development lifecycle. In the first stage, which is the discovery of the product, you'll start to understand the product by compiling the first version of a product requirements document.

You'll also learn how to align team members and stakeholders to ensure that everyone is on the same page by creating product principles, a problem statement, user flows, a product budget, and a product roadmap.

Achievement 1 will cover the following topics:

1.1 **Understanding Company Vision**

1.2 **Understanding Your Stakeholders and Decision-Makers**

1.3 **Understanding Your Product**

1.4 **Creating Product Principles**

1.5 **Aligning Project Timelines and Budgets**

1.6 **Creating a Product Roadmap**

Achievement 2 - Initiate Research and Define Solutions

In the second Achievement, you'll navigate the solution discovery phase: from user and market research, to ideation, to solution definition. You'll learn what research needs to be done, how to organize and conduct research, how to analyze and articulate the information you have gathered, and how to synthesize the information in the form of product solutions.

Achievement 2 will cover the following topics:

2.1 **Conducting Valuable Research**

2.2 **Organizing Research and Data**

2.3 **Conducting Effective Analysis**

2.4 **Articulating Information**

2.5 **Generating and Prioritizing Ideas**

2.6 **Defining Product Solutions**

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Achievement 3 - Validate and Refine the Idea

In this Achievement, you'll understand how the role of the product manager differs based on the organization they work in. You'll create prototypes and a proof of concept as needed. Finally, you'll complete your product requirements document and prepare for development.

Achievement 3 will cover the following topics:

3.1 Defining the PM Role during Product Validation

3.2 Prototyping and Testing

3.3 Designing Iterations and User Feedback

3.4 Developing MVPs and PoCs

3.5 Finalizing your PRDs

3.6 Preparing for Development

Achievement 4 - Launch and Iterate

In the last Achievement, you'll navigate the launch phase of the product development process. You will learn how to manage stakeholders and teams, how to define success metrics, how to collect data, and how to review your product metrics and customer feedback.

Achievement 4 will cover the following topics:

4.1 Managing Effectively during Development

4.2 Aligning Stakeholders and Teams

4.3 Capturing Product Metrics

4.4 Preparing for Product Launch

4.5 Compiling Validation Post Launch

4.6 Compiling Product Collateral

See a more detailed course outline here.

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Data Driven Insights

Achievement 1:
Intro to Data Driven Insights

In this first Achievement, you'll dive into the fundamentals of working with data to uncover meaningful insights. You'll start by exploring how to use spreadsheets to organize, clean, and prepare raw data for analysis. Along the way, you'll learn how to aggregate data to identify patterns and trends, and interpret different types of data sets with confidence.

You'll also get hands-on with techniques to transform numbers into clear, descriptive insights that help guide decision-making. As you progress, you'll practice data visualization methods to bring your findings to life and learn how to use storytelling techniques to communicate those insights to stakeholders.

Achievement 1 will cover the following topics:

1.1 Data Insights in practice

1.2 Fundamentals of spreadsheets analysis

1.2 Interpreting data sets

1.3 Data preparation techniques

1.4 Data Preparation

1.5 Data aggregation techniques

1.6 Approaches to data analysis

1.7 Descriptive data insights

1.8 Formulating data insights

1.9 Data visualization for insights

1.10 Data driven storytelling

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Achievement 2:
Applying Data Driven Insights

In this second Achievement, you'll build on your foundational skills and learn how to apply data-driven insights to real-world scenarios. You'll begin by exploring what makes data high quality and how to transform and integrate multiple data sources to create a more complete picture. Through hands-on activities, you'll conduct basic statistical analyses and hypothesis testing to validate assumptions and strengthen your decision-making process.

You'll also learn how to consolidate your insights into clear, actionable recommendations that can influence strategy and planning. By looking at how data has shaped decisions in the past, you'll gain historical context that will help you think critically about current challenges. As you progress, you'll practice identifying data needs for specific initiatives, planning data-driven projects, and acquiring the right data to support them.

Achievement 2 will cover the following topics:

2.1 Data Quality

2.2 Transformation & Integration

2.3 Conducting statistical analysis

2.4 Hypothesis testing

2.5 Consolidating insights

2.6 Historical perspectives on data insights

2.7 Identifying data needs

2.8 Planning data driven initiatives

2.9 Acquiring relevant data

2.10 Integrating data insights

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11. What kind of projects will you be working on?

Intro to Product Management (Project 1)

You'll be the product manager for maps app called "MakeYourMaps"—you'll identify and build new features and improvements for the contributor feature of the app.

Product Management Immersion (Project 2)

You'll choose one of two possible project topics to work on for the Immersion Course. Both projects put you directly in a product manager's role, where you'll be responsible for taking your product of choice through the product development process.

In the first project option, you'll be tasked with increasing user interaction for a photo-sharing app called Aperture. You'll apply product management principles to improve the design of the app, developing, or iterating, the existing design to increase user interaction. Your ultimate goal will be to increase advertising revenue and revitalize interest in the app through your improvements.

If you choose the second project option, you'll be the product manager for the company Sync, whose main product is video conferencing software. You'll implement a new feature to improve their product, satisfying both user and business needs with the necessary performance and support. You'll also learn to balance the development of new features with the necessary maintenance for an existing product.

Data Driven Insights (Project 3)

You'll analyze data on video game sales to inform the development of new games.

Take a look at some examples of projects created by Product Management Program graduates on our website.

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12. Will you receive a certificate?

You'll finish the program with a certificate of completion and several projects and skills to showcase in your job applications. The certification is in place as an indication of the quality of the program, but in the end, it's the projects and skills that you develop throughout the program that are going to display the quality of your work to future employers and ensure that you find a job.

13. Finding a job with CareerFoundry

At CareerFoundry, we offer stellar career services for our students which include 1-1 career coaching as you search for your first job (and beyond), an exclusive Job Preparation Course.

Job Preparation Course

Our Job Preparation Course is included in the Product Management Program and has been designed to help you with all aspects of finding a job in the field. You'll work with your dedicated career specialist alongside your studies for the second half of the course.

The Job Preparation Course consists of two Achievements, each made up of several tasks.

Achievement 1 - Curation of Your Application Package

Achievement 1 will cover the following topics:

1.1 Crafting Your Mission Statement
1.2 Developing Your Career Change Strategy
1.3 Defining Your Elevator Pitch
1.4 Showcasing Your Process and Skills

1.5 Creating Your Professional Resume
1.6 Building a Professional Portfolio
1.7 Establishing Your Professional Brand

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Achievement 2 - Applying for Jobs and Beyond

Achievement 2 will cover the following topics:

2.1 Building Your Network
2.2 Searching for New Jobs
2.3 Applying for Jobs

2.4 Preparing for Interviews
2.5 Planning Your Professional Development

14. What kinds of roles will you be qualified for?

Based on our comprehensive curriculum, you'll be qualified for junior product management jobs. If you have transferable skills from your past career, you can potentially get a more senior role—your assigned career specialist will help you to craft the right story with your previous experience to be able to find such a role. Learn more about our graduate outcomes on our Graduate Outcomes page.

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