

Grow your career.
Level up for the future.

Professional Graduate Certificate in Business Product Design

Ignite Your Product Development Career



Schulich
School of Business
Executive Education

YORK U



Professional Graduate Certificate in Business Product Design

Are you looking to break into business product development? This comprehensive Professional Graduate Certificate program covers the four key pillars of the industry: product design, product development, project management, and managing client relationships. Build a foundation to succeed in business product development and enhance your capabilities to take on new projects and types of work and solidify your credentials by earning a digital badge from Canada's #1 business school.

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Level up for the future.



3 terms over 1 year



Enrol [today](#)

Break Into the Business Product **Design Industry**

A well-designed product that is managed efficiently can help a business stand out from its competitors and increase its chances of success in today's highly competitive marketplace. A career in this field means playing a critical role in the development of products that consumers use every day.

Learn valuable skills such as market research, design thinking, agile methodologies, and data visualization. Don't just break into this industry—thrive in it. Complete modules in convenient evening classes; this program is open to participants worldwide.



3 terms over 1 year



Enrol [today](#)



Program Outline

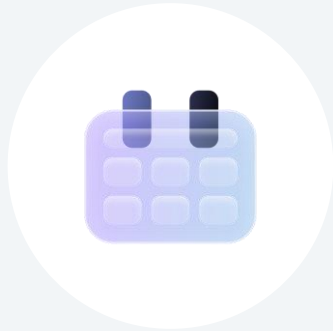


Term 1					
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Intro to Product Design & Management	Design for Humans	Sustainable Product Design & Development	Strategic Planning	Market Research	Creative Design Process

Term 2					
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Design Thinking I	Product Design Processes I	Agile Project Management	Design Thinking II	Product Design Processes II	Costing and Optimization

Term 3					
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Digital Tools & Data Visualization	Marketing Strategies	Client Relationship Management	Finances & Accounting	Design Entrepreneurship	Capstone Projects & Presentations

Program **Highlight**



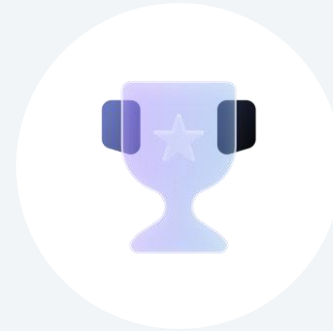
1 Year of Study

Rich learnings spread over a manageable timeframe of 3 terms.



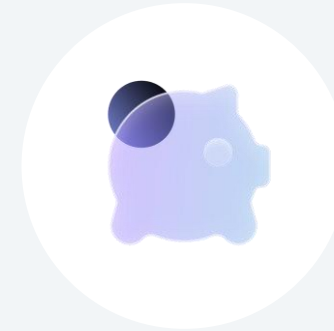
Tackle Exciting Challenges

Gain experience in critical product design and management areas and practice your learnings with three real-world capstone projects built into the program.



Learn from the Pros

Train with top-rated Schulich ExecEd instructors that are consistently ranked among the world's best.



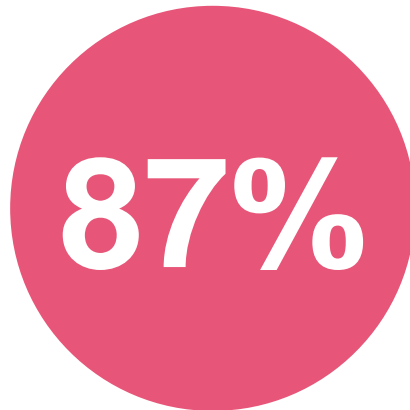
Earn Higher Pay

Schulich ExecEd students gain the confidence, skills and perspective to attain better roles, launch new ventures, and lead their teams to new heights.

Career Prospects



82% of surveyed Schulich ExecEd students reported improved business results



87% reported improved job performance



95% used knowledge or skills from their programs on the job

Possible career paths:

- Product Manager/ Associate Product Manager
- Design Strategist
- Innovation Consultant
- Entrepreneur/Start-up Founder
- Product Marketing Manager

Program Faculty

Learn from the best.



Dave Kerry, MBA
Program Director

Aileen Nandy
ICP-MKG

Candice Faul
CUA, CSPO, Cert PM

Shane Saunderson
PhD, MBA, B.Eng

Amar Kulkarni
MBA, CCMP, B.E.Sc

Emile Lean

Avinash Raj
MDes, MBA, BE

Preet Brar



Technology is advancing fast, and winners in this space must take a design-first approach. This program aims to provide the exact skills, knowledge, and experience to help you excel in product design roles or pivot in this emerging field.

Dave Kerry
Program Director



Learning Objective



	Performance goals	Learning Objective
PG 1	Use market research to inform your product design	<ul style="list-style-type: none">• Use market research to identify potential design features• Streamline collaboration with the marketing & sales team• Identify and articulate a value proposition
PG 2	Apply human-centred design principles	<ul style="list-style-type: none">• Recall the main principles of human-centred design• Analyze how and when to use these principles• Conduct deep customer discovery and design inquiry
PG 3	Achieve creative collaboration	<ul style="list-style-type: none">• Apply brainstorming techniques• Structure your thinking process
PG 4	Design, test and present a product from scratch	<ul style="list-style-type: none">• Transfer your market research and design principles• Manipulate sketches and prototypes to convey design concepts• Apply product design methodologies
PG 5	Implement cost optimization	<ul style="list-style-type: none">• Identify the impact of cost elements• Implement product cost optimization strategies
PG 6	Develop a strategic plan	<ul style="list-style-type: none">• Detect potential competitive advantages• Develop a strategic plan

Performance goals		Learning Objective
PG 7	Manage a project from the beginning to the end using agile methods	<ul style="list-style-type: none"> • Recall the historical context of the agile approach in software development • Cite agile applications outside of software • Recommend quality measurement and budget control strategies • Implement agile methods in product management
PG 8	Use data visualization to detect trends and empower decision-makers	<ul style="list-style-type: none"> • Identify data patterns and trends • Illustrate actionable insights with data visualization • Build management dashboards
PG 9	Brand a product and market it accordingly	<ul style="list-style-type: none"> • Apply fundamental concepts of product and brand development and management • Identify key metrics for product management and sales
PG 10	Manage the client-product relationship	<ul style="list-style-type: none"> • Conduct effective product presentation meetings with clients • Organize the relationship between a client and a product
PG 11	Manipulate legal and ethical aspects of product development	<ul style="list-style-type: none"> • Summarize the main legal requirements for product designers and managers • Consider the ethical implications of the product development process
PG 12	Tackle product design and development with an entrepreneur mindset	<ul style="list-style-type: none"> • Prepare a business plan • Defend your product and strategy

Program Content – Term 1



Intro to Product Design & Management

This introduction will establish the differences between product design and management, and the different types of jobs and roles in the field.

Design for Humans

This course is an introduction to what design is and what it is made for. Study will include social sciences and ethnography, history of design and technology, innovation and accessibility

Sustainable Product Design & Development

This course will explore the choices made in product and service development (with examples) in terms of sustainability, and their impact on cost and performance.

Strategic Planning

Examine how to develop a strategic plan, penetrate a market with a new product, and establish a competitive advantage.

Market Research

This course will focus on skills in marketing research to assess market appetite, identify potential design features and learn general market research principles to inform their product design. Students will learn about ways to empower collaboration with marketers and sales professionals, as well as how to identify and articulate a value proposition.

Creative Design Process

Dive into creative collaboration, brainstorming, problem exploration, design culture and language, and critical thinking.

Program Content – Term 2



Design Thinking I

Delve into human-centred design and the importance of empathy. Address physical and emotional needs; planning approaches to solving challenges; undertake deep customer discovery and design inquiry.

Product Design Process I

This course will address the essentials of the product design process. Participants will learn to design a product from scratch. This includes notions such as conceptual and detailed design processes, product roadmap, and Minimum Viable Product.

Agile Project Management

Participants will discover and apply core agile principles, and the mechanics and limits of the approach, Scrum methodologies.

Design Thinking II

This course is the continuation of the previous term. It addresses the following design thinking steps: prototyping to accelerate validation; qualitative and quantitative measures, and barriers to adoption; stimulating innovation adoption.

Product Design Processes II

Focus on the further design process, which is to present and test your design. Participants will notably learn to use tools such as wireframing and rapid prototyping.

Costing and Optimization

This course will include topics such as cost optimization, impact of cost elements, and measuring quality and controlling budgets.

Program Content – Term 3



Digital Tools & Data Visualization

This course will teach participants to use data to reveal patterns and trends and illustrate actionable insights. They will learn to apply design principles, visual theory, and data storytelling to build management dashboards that will empower decision-makers

Marketing Strategies

This course will echo some of the market research skills acquired in the second term. It will teach participants to brand their product, market it to the right consumers, and develop a menu of growth tactics and sales dashboards for product management.

Client Relationship Management

This course will teach participants how to introduce products to clients, make a value proposition, and manage the relationship between the client and the product.

Finances & Accounting

This course will tackle topics such as variable costing, cost analysis, cost allocations; valuation, capital structure, corporate governance, risk management, and financial modeling.

Design Entrepreneurship

This last course will take participants through the main steps of building a small business. It will also give them improved product communication skills, negotiation skills, and tools to stay in touch with technological innovation.

Ethical Aspects of Design

This course will not only expand on legal issues like reliability, intellectual property, patents, etc. but also allow participants to broaden their perspectives in terms of ethical design and “humanizing” their design.

Capstone Projects & Presentations

Who Will Benefit



New Business Product Design Professionals

This program is for new professionals interested in breaking into the business product design industry. Gain and accelerate your design and management skills in convenient evening classes.



Aspiring Business Product Design Professionals

Professionals looking to transition into the business product design or management industry can ignite their budding careers and accelerate their existing skills. At the same time, gain the new experiences, knowledge, and know-how necessary for more senior positions.

Completion **Benefits**

After completing the program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.





Enrolment Requirements

- A minimum 2 years of work experience or a post-secondary degree is recommended
- Language proficiency scores of 7.0 or higher (IELTS) for International applicants
- Possession of a reliable device to complete tests and assignments is mandatory
- Both International and Domestic applicants are required to fill out an applicant form after enrolling. Click [here](#) for the International Applicant form. Click [here](#) for the Domestic Applicant form.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the Country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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