



# Certified Product & Project Manager (AI)

100% free with a **Bildungsgutschein** from the Arbeitsagentur

**FOCUS**

**TOP**  
ANBIETER FÜR  
WEITERBILDUNG  
2026

XDi  
Experience Design  
Institut

FOCUS.DE/BUSINESS

# Discover the world of product & project management

Enroll in our product management course to become a Certified Product & Project Manager (AI). Study online at your own pace with mentor support, and develop expertise in product management, agile project management and usability testing as well as product & market analysis. Get the official certificate “Professional Scrum™ with Kanban (PSK I)”. Take the first step toward a well-paid and fulfilling career.

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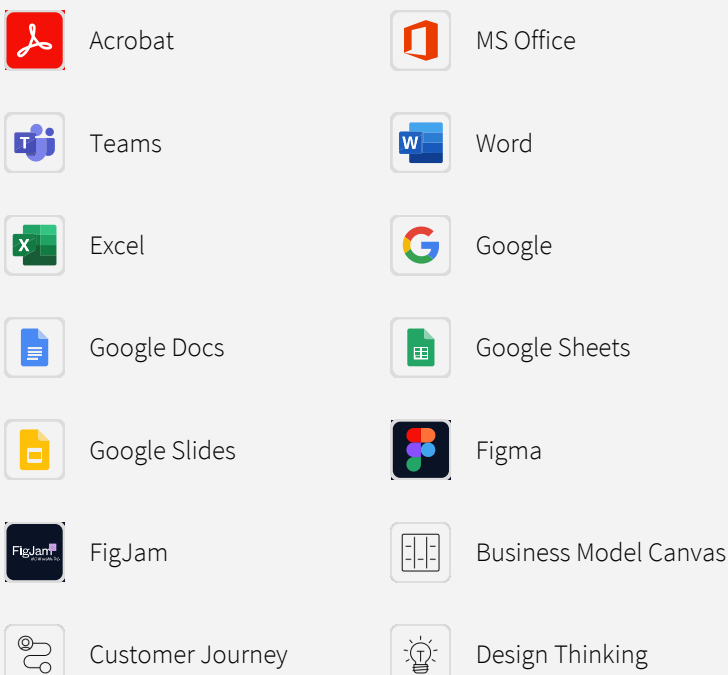
# An overview of your career

Learn at your own pace with this product & project management-bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in product management, agile project management and usability testing as well as product & market analysis. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

## Skills you'll master

- Product management & agile project management
- Scrum, Kanban, Lean Startup & OKRs, strategic thinking & business model development
- Digital product strategy & product roadmaps
- Business models & financials
- Agile leadership & team collaboration
- User-centered product development
- User, product, and market analysis
- Requirements engineering & agile effort estimation
- Design Thinking & User Experience Design
- Product life cycle management & stakeholder communication
- Official certificate “Professional Scrum™ with Kanban (P-SK I)”

## Tools, techniques & methods



## Details of your course



### Format

Guided E-Learning



### Duration

Vollzeit: 4 Monate

Teilzeit: 8 Monate

Berufsbegleitend: 12 Monate



### Start

Wöchentlich, immer montags



### Scope

Vollzeit: 30-40 h / Woche

Teilzeit: 10-20 h / Woche

Berufsbegleitend: 2-4 h / Woche



### Languages

English

German



Scrum & Kanban



User Stories & Planning  
Poker

# Benefits of our Guided E-Learning boot-camps



## **Learn anytime, anywhere**

Tailor your professional development to your preferences, schedule and lifestyle. Learn anytime, anywhere and at your own pace.



## **Personal mentoring via video meetings**

Book an appointment at any time with your mentor, who will accompany you on your learning and career path and provide you with personal support.



## **Job-ready practice in real-world projects**

Our courses are based on practical, industry-specific scenarios and teach practical skills that can be directly applied in your professional life.



## **University-level multimedia content**

You will benefit from interactive content at university level. You can expect comprehensive articles, videos, quizzes and practical exercises that bring the theory to life.



## **Interactive live sessions with industry experts**

Take part in interactive live workshops with industry experts to dynamically review and deepen your understanding of the learning content covered.



## **Career services for your new job**

With application training, career consultations and our active job placement service, we help you on your way to your new job.

# Learn how it suits you

...just like you enjoy it!



## Full-time

Want to immerse yourself fully in product & project management? Then take part in our full-time intensive course.

- Qualification in 4 Monaten
- Learn full-time flexibly
- 30-40 Stunden per Woche



## Part-time

Do you have a part-time job, children or other commitments? Then take the product & project management-course part-time.

- Qualification in 8 Monaten
- Learn part-time flexibly
- 10-20 Stunden per Woche



## While working

Do you have a full-time job and hardly any time to study during the day? Then study alongside your job, in the evenings or at weekends.

- Qualification in 12 Monaten
- Study online alongside your job
- 2-4 Stunden per Woche

## Satisfaction guarantee

### Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



# Our course is suitable for the following people



## **Unemployed & job seekers**

You are unemployed or seeking work, eligible for a Bildungsgutschein, and want to use this time to qualify for a new job as a Product & Project Manager.



## **Career changers and professionals switching fields**

You are a professional from another industry and want to become a Product & Project Manager to advance your career, grow, and seize new opportunities.



## **Employees at risk of unemployment**

You are an employee at a company affected by structural change, your job is at risk, and you need training to secure your position.



## **New employees & career starters**

You have just started a job in a new work environment and lack the relevant skills to meet the job's demands and work productively.



## **Aspiring Product & Project Managers**

You are a Product & Project Manager and want to expand your knowledge in product & project management and advance your career.



## **Graduates and students**

You have recently graduated or are still studying and want to enhance your academic qualifications with practical, industry-relevant skills.

# Your career prospects and job opportunities

## Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in agile product and project management methods, strategic product development, and Design Thinking. Develop exactly the skills you need for a career as Product & Project Manager. Secure an attractive, well-paid job with a future in the IT industry.

**€ 83.000**

Average annual salary

**200**

Average monthly job offers

**+0,3%**

Estimated employment growth by 2030

**Top 10**

Estimated employment growth by 2030



# Project based learning

**Hands-on practice. Capstone project.**

**Recognized portfolio that stands**

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



## **Project with assignments and real-world case studies**

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.



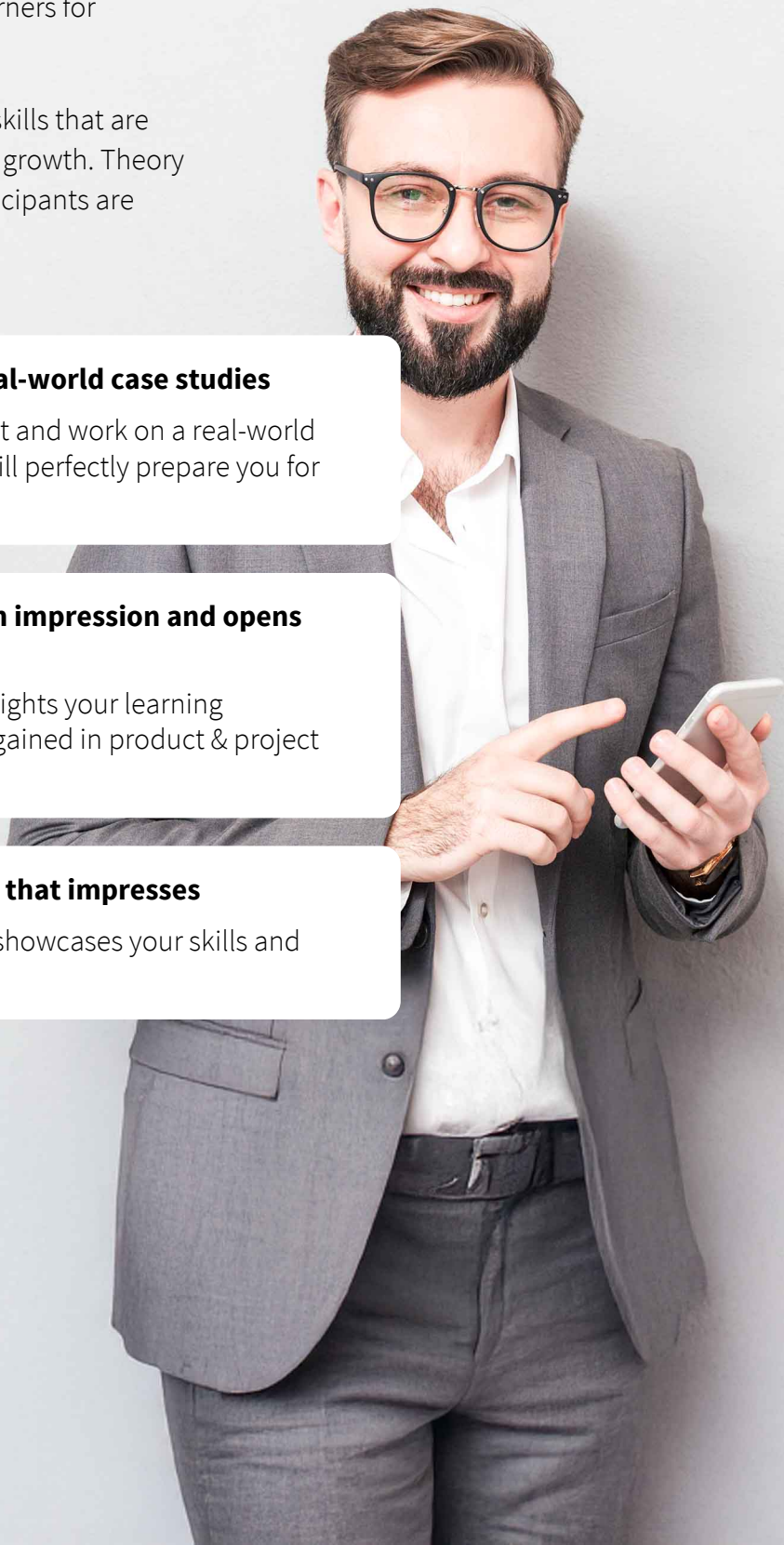
## **A capstone project that makes an impression and opens doors**

Create a capstone project that highlights your learning achievements and the skills you've gained in product & project management.



## **An industry-recognized portfolio that impresses**

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.



## CURRICULUM

# What you will learn

### Hands-on education in the skills of the future

In this product & project management course, you will acquire the most important skills based on a curriculum designed by industry experts. The product & project management training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.

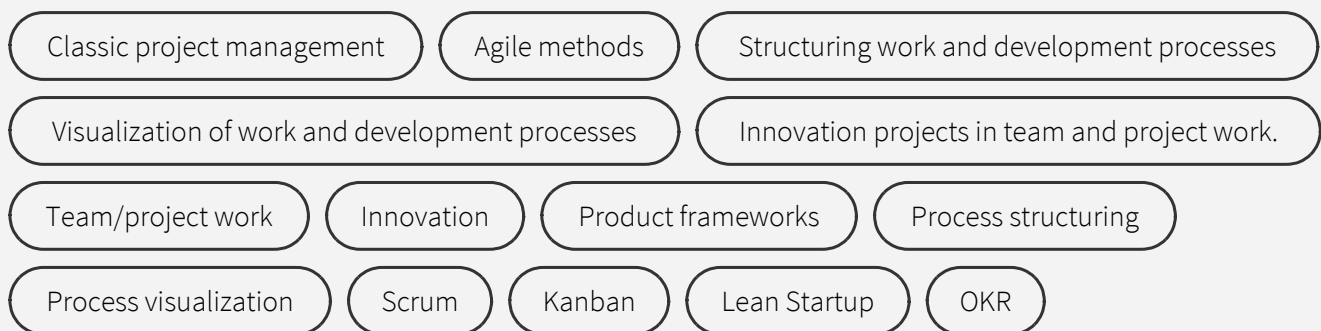


# Module 1

## Product & Project Management Basics

How to create successful digital products – and how to implement them efficiently? This module gives you a sound insight into modern product development and shows you how to combine classic and agile project management methods in a meaningful way. With frameworks such as Scrum, OKR, Kanban, and Lean Startup, you will learn how to design innovation processes in a structured way and apply them in practice.

### Core Skills



### Learning Outcomes

You will learn to:

- understand and categorize digital transformation and agile principles.
- apply classic and agile project management methods in a targeted manner.
- use frameworks such as Scrum, OKR, Kanban, and Lean Startup in product development.
- structure and visualize work processes and present practical project results.

### Content

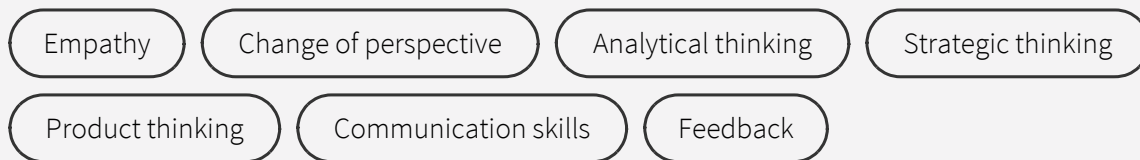
- Product development basics
- New frameworks for product development
- Scrum
- OKR
- Kanban
- Lean Startup

# Module 2

## Customers, Products & Markets

This module shows you how to truly understand your users' needs and turn those insights into better products. You'll learn how to analyze target groups, design user experiences, and test products before they go to market. You'll also gain practical tools to track market and competitor trends and use the findings to make strategic decisions.

### Core Skills



### Learning Outcomes

You will learn to:

- analyze target groups and systematically identify their needs, expectations, and problems.
- apply user-centered tools such as personas, empathy maps, and customer journeys.
- design products that fit perfectly.
- test and evaluate products, e.g., through usability tests, interviews, or data analyses.
- observe markets and competitors, recognize trends, and derive well-founded product strategies from them.

### Content

- User & task analysis
- Product analysis & testing
- Market observation

# Module 3

## Business Models & Requirements Engineering

From the initial idea to a marketable product: this module shows how business models are developed, validated, and economically thought through. You will learn how to record and realistically assess requirements for digital products in a structured way – and how pricing, value proposition, and agile planning interact in the process.

### Core Skills

Business model evaluation

Pricing

Financial planning

Product requirements

Requirements prioritization

Agile effort estimation

Team decision making

## Learning Outcomes

You will learn to:

- develop and describe business models and validate them using methods such as the Business Model Canvas and the Value Proposition Canvas.
- design and evaluate financial models and pricing strategies for digital products.
- formulate requirements for digital products in the form of user stories, story maps, and acceptance criteria.
- estimate efforts in agile projects realistically using methods such as planning poker or T-shirt sizing.

## Content

- Business model
- Pricing & financial modeling
- Requirements engineering
- Effort estimation

# Module 4

## Customer Experience Design

Great design is more than just beautiful – it creates experiences that inspire users and make products successful. In this module, you will learn how to use user-centered design strategically to develop compelling digital solutions. Using methods such as Design Thinking, UX strategy, and prototyping, you will create interactive experiences that really work.

## Core Skills

Design Thinking

User Experience (UX)

Creative problem solving

User centered design

User Interface Design (UI)

Information architectures

Usability tests

## Learning Outcomes

You will learn to:

- understand and utilize the role of design as a strategic success factor for digital products.
- create user-centered design processes with methods such as Design Thinking, co-creation, and UX strategy.
- design interactive user interfaces – from the idea to wireframes to information architecture.
- plan and carry out usability tests to improve design solutions in a targeted manner.

## Content

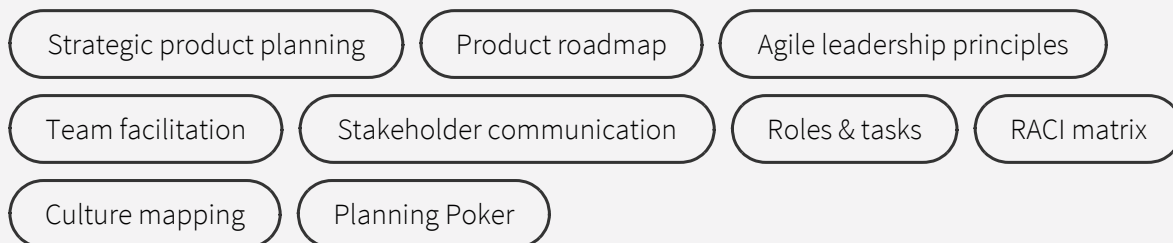
- Design & design management
- Design Thinking & User Experience (UX)

# Module 5

## Product Roadmap & Agile Leadership

How do you successfully guide a product through all phases of its lifecycle – and how does leadership succeed in agile teams? This module combines strategic product thinking with modern leadership skills. You will learn how to develop a product strategy, plan roadmaps, and inspire and manage agile teams without formal power.

## Core Skills



## Learning Outcomes

You will learn to:

- convert corporate goals into a clear product strategy and roadmap.
- plan digital product lifecycles and link them to suitable KPIs, features, and market strategies.
- define and establish roles, responsibilities, and communication structures in agile teams.
- apply agile leadership approaches as well as lateral leadership, New Work, and Management 3.0.

## Content

- Product strategy & roadmap
- Product roadmap & lifecycle
- Agile leadership

# Human-centered learning

**in an online learning environment**

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.



# Superb learning outcomes

## Start with great mentors

Our mentors will guide you every step of the way on your learning journey with experience, expertise, and a genuine commitment to your success. After all, learning is always easier when you have people who believe in you.



### Personal 1-on-1 mentoring

Receive personalized feedback and tailored support from industry experts during regular video calls.



### Review and Support

From portfolio reviews to interview coaching: our mentors will help you get ready for the job.



### Structured support

Week after week, your mentor will help you stay on track, grow, and reach your goals.



### Valuable feedback

From individual project tasks to your final assignment, your mentor will provide you with feedback on your practical work.

# Career services

## for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



### Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.



### Job application training

You'll benefit from free job application training tailored to the needs of employers.



### Career advice sessions

We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.



### Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

# Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



## Bildungsgutschein

00,00€

**100% funding** with an AZA-V-certified education voucher



## Self-payers

### One-time payment

6.776 €



## Monthly payment

### One-time payment before the course starts

2.890 €

### Monthly payment

2.100 €

# Bildungsgutschein

## 100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

### Maßnahmenummer

Full-time: 955/183/2024

Here's how to get your Bildungsgutschein

#### 1 Consultation

Make an appointment at your local Agentur für Arbeit.

#### 2 Bootcamp

Choose an XDi course of your choice.

#### 3 Course offer

Request a quote for the course of your choice.

#### 4 Application

Submit an application and your course offering.

#### 5 Registration

Register and submit the education voucher.

# Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.

Company size	 <b>&lt;50</b> Employees	 <b>&lt;500</b> Employees	 <b>from 500</b> Employees
Further Training cost	<b>100%</b>	<b>50%</b>	<b>25%</b>
Wage subsidy	<b>75%</b>	<b>50%</b>	<b>25%</b>

# Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



# Officially recognized certificate

Upon completion of the training program, you will receive the „Product & Project Manager“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



# Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



## Product Manager

develops, optimises and markets products within the company

Up to **83.000€**

## Agile Project Manager

manages projects in an agile manner and ensures that objectives are achieved and teams are coordinated

Up to **64.500€**

## Scrum Master / Scrum PO

promotes agile processes and prioritises tasks within the development team

Up to **54.800€**

## Product Strategist

defines product visions and long-term market strategies

Up to **63.600€**

## Agile Coach

advises teams and companies on agile transformation

Up to **60.000€**

# See for yourself!

Show more →



## Alexander Bunting

I found the [Certified Product and Product Manager](#) course very flexible and accessible, and the support I received was excellent. The ability to learn at any time and at my own pace is just perfect.



## Claudia Rüzgar

I was able to complete my training as a "[Certified Product & Project Manager](#)" very well, even without prior knowledge. The explanations and tasks were easy to understand. A very good mentor, Wojta Prandell, was on hand to give me advice and support throughout the training. Support, planning and implementation are optimally coordinated.



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career  
Karma



4,9/5

Course  
Report



4,7/5

SwitchUp

# Our references

These companies are training their workforce with us and recruiting our students.

[See all our references →](#)

**adidas**

**Allianz** 

**amazon** 

 **ATVUIA**



 **Bayer**

 **BOSCH**

**DAIMLER**

**Deloitte.**

 **BAHN**

**Deutsche Bank** 

Dr. Becker  Klinikgruppe

**Dräger**

**e.on**

**fielmann**



**BOSS**  
HUGO BOSS

**ING** 

 Mercedes-Benz

**SUPER** 

 **Telefónica**

# Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



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**2026**

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**Learn today  
for the world of tomorrow**

## Contact

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