

VFQ Product Management Online Certification Marking Guide

Overview

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Here you will find the information you need to understand how to succeed and obtain your certificate, as well as the weighting between different aspects of the submission.

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1 Grading boundaries

75% or above: Distinction

60% or above: Merit

50% or above: Pass

You will need to submit evidence of your learning to obtain the Certificate.

The submission is graded on four parts with a final portion being awarded for presentation.

2 Submission Format

2.1 Templates (10%)

Have you followed the course and used the tools?

We will judge your ability to:

- Use the templates provided
- Engage with new tools
- Apply new concepts to drive insight

2.2 Pitch (35%)

Why are you doing what you are doing? Why not something else? Why would someone be compelled to believe you?

We will judge your ability to:

- Take a problem – rather than a solution-led approach to products
- Generate critique and insight around your idea
- Communicate your ideas effectively with supporting arguments and evidence

2.3 Learning Journal (15%)

What did you do? What worked and what did not? What would you do differently next time and why?

We will judge your ability to:

- Learn over time
- Learn through doing
- Critique and appraise the tools you are using
- Evaluate your own learning

2.4 Experiment Write Up (30%)

What have you done? What will you do next?

We will judge your ability to:

- design and conduct experiments
- Analyze and interpret data
- Address the riskiest assumptions you have made

2.5 Presentation of ideas (10%)

We will judge your ability to effectively present ideas and evidence across all four of your submissions.

3 Mark Breakdown

3.1 Templates (10%)

Guidance:

We are looking for evidence of using the material and so there is a mandatory template for each session, as well as a range of total templates submitted.

Insufficient – Less than 5

Good – Between 6-12

Great – More than 12

Appreciating Your Context (2.5%)

The assessment is focused on the learner's ability to produce a set of outputs in the form of the provided templates for the session.

They should demonstrate the work that was done to better understand the context in which the idea exists. We will assess based on the outputs and their clarity.

Mandatory template: *Sailboat*

Understanding Your Customer (2.5%)

The assessment is focused on the learner's ability to produce a set of outputs, in the form of the provided templates for the session.

They should demonstrate the work that was done to build a richer picture of the customer. We will assess based on the outputs and their clarity.

Mandatory template: *Persona*

Exploring Your Market (2.5%)

The assessment is focused on the learner's ability to produce a set of outputs, in the form of the provided templates for the session.

They should demonstrate the work that was done to build a better understanding of the market and the opportunity, including details of the assumptions that have been made. We will assess based on the outputs and their clarity.

Mandatory template: *Lean Canvas*

Experimenting To Win (2.5%)

The assessment is focused on the learner's ability to produce a set of outputs, in the form of the provided templates for the session.

They should demonstrate the experiments that will be used to test assumptions, and include details of the observed results. We will assess based on the outputs and their clarity.

Mandatory template: *Test Card*

3.2 Pitch (35%)

The pitch is one of the biggest pieces of content you need to develop. It will allow the marker to understand how you have approached the problem.

We will accept submissions in any useful format, including slide deck, video, audio, or any combination.

Crucially, we will be looking for a compelling narrative behind your idea and a reason for its existence. There will be marks given to the clarity of message, as well as critical thinking around the idea.

Guidance: The learner will be required to pick one format and follow the below advice. These are just based on our experience, and we may receive exceptional submissions that do not follow the patterns we have previously observed – do so for your own benefit/belief.

Text - Maximum 700 words

Video – 10 min

Slide deck – maximum 700 words and 15 slides

3.3 Journal (15%)

The journal is a recording of the learner's use of the tools and the critical thinking behind the application of each tool. It is expected to contain information that provides a critical view of the tools and the way they were used, shortfalls, learnings for the next use of the tools and how the collected information is going to be used to improve the product or the process.

Guidance: Whilst we appreciate that each learning journey will be different, we are often asked about the length of journal to be submitted. Around 1000 words should be sufficient to provide evidence of your learning of the material and your critique of it.

3.4 Experiment Write Up (30%)

The experiment write up analyzes the ability of the learner to apply knowledge in a critical way and to demonstrate a clear understanding of how to develop experiments and analyze their results. The learner is expected to understand concepts of testing and prototyping in their various formats, in order to be successful.

Guidance:

Insufficient – a list of experiments to run

Good – list of experiments to run, tackling the riskiest assumptions first, with some evidence of results

Great – list of experiments to run, tackling the riskiest assumptions first and development of a critical analysis of the results

3.5. Presentation (10%)

The presentation of your ideas is key to being a successful product manager and more. Marks will be awarded based on the below.

Guidance:

Insufficient – submission is difficult to follow and not clearly presented

Good – submission has a logical structure and easy to follow with some room for improvement

Great – submission is of a high standard and would be suitable for sharing with others without the need for any further explanation

4 Contact

For any questions on the Marking Guide or the VFQ Product Management Online Certificate, visit www.valueflowquality.com or contact us at education@emergn.com.