



NATIONAL SKILLS QUALIFICATION

LEVEL 3

TITLE:

DIGITAL PRODUCT MANAGEMENT

YEAR:

2024

NATIONAL SKILLS QUALIFICATION

NSQ LEVEL 3- DIGITAL PRODUCT MANAGEMENT

GENERAL INFORMATION

QUALIFICATION PURPOSE

This qualification is designed to equip learners with the skills and competencies to independently manage digital product development processes, ensuring the application of user-centered design, agile methodologies, and strategic thinking to deliver successful digital products.

QUALIFICATION OBJECTIVES

The learner should be able to: -

- i. Apply fundamental principles of digital product management in overseeing product development processes.
- ii. Implement Agile and Lean methodologies to manage product development cycles and sprints.
- iii. Develop and execute a digital product strategy based on market research and competitive analysis.
- iv. Design user-centric digital products using design thinking and feedback from usability testing.
- v. Analyze and evaluate product performance using KPIs and user feedback for continuous improvement.
- vi. Manage projects independently and responsibly, ensuring timelines, quality, and stakeholder satisfaction.
- vii. Resolve conflicts and maintain positive team dynamics in digital product development settings.

Mandatory Units

Unit No	Reference Number	NOS Title	Credit Value	Guided Learning Hours	Remark
Unit 01	ICT/DPM/001/L3	Health and Safety in Digital Workspace	2	20	
Unit 02	ICT/DPM/002/L3	Teamwork	2	20	
Unit 03	ICT/DPM/003/L3	Communication and Interpersonal Skills	2	20	
Unit 04	ICT/DPM/004/L3	Fundamentals of Digital Product Management	3	30	
Unit 05	ICT/DPM/005/L3	Agile and Lean Practices for Product Managers	3	30	
Unit 06	ICT/DPM/006/L3	Building a Digital Product Strategy	3	30	
Unit 07	ICT/DPM/007/L3	Design Thinking and User-centred Product Design	3	30	
TOTAL			18	180	

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Unit 1: HEALTH AND SAFETY PRACTICES IN ICT AND DIGITAL WORKSPACES

Unit Reference Number: ICT/DPM/001/L3

NSQ Level: 3

Credit Value: 2

Guided Learning Hours: 20

Unit Purpose: *This Unit is to equip learners with the knowledge and skills to ensure a safe and healthy working environment in ICT and digital workspaces, focusing on ergonomics, cyber safety, and mental well-being.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 01: HEALTH AND SAFETY PRACTICES IN ICT AND DIGITAL WORKSPACES

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.	
LO 1: Understand ergonomic principles in ICT workspaces	1.1	Identify common ergonomic risks in digital workspaces.							
	1.2	Demonstrate proper workstation setup for ergonomic safety.							
	1.3	Apply ergonomic practices to prevent strain and injury.							
	1.4	Evaluate ergonomic improvements in a digital workspace setting.							
LO 2: Promote cyber safety and digital hygiene	2.1	Recognize the importance of secure digital behaviour.							
	2.2	Implement secure practices for handling digital devices and data.							
	2.3	Demonstrate secure password management and data encryption techniques.							
	2.4	Evaluate the risks of using public networks for digital tasks.							
LO 3: Identify mental health challenges in ICT environments	3.1	Discuss common mental health issues associated with prolonged digital work.							
	3.2	Implement strategies to maintain mental well-being during long work hours.							
	3.3	Evaluate the effectiveness of mental health initiatives in ICT workspaces.							
	3.4	Recognize early signs of digital burnout and stress.							
LO 4: Apply health and safety regulations in digital workspaces	4.1	Identify relevant health and safety regulations applicable to ICT workspaces.							
	4.2	Demonstrate compliance with local health and safety guidelines.							
	4.3	Evaluate the effectiveness of health and safety protocols in digital environments.							
	4.4	Implement corrective actions for non-compliance with safety regulations.							

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Unit 2: TEAMWORK

Unit Reference Number: ICT/DPM/002/L3

NSQ Level: 3

Credit Value: 2

Guided Learning Hours: 20

Unit Purpose: *This Unit aims to equip learners with knowledge and skills needed for effective teamwork in digital product development, emphasizing collaboration, communication, and role-based responsibilities within product teams.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 02: TEAMWORK

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA	Evidence Type					Evidence Ref. Page No.	
The learner will:		The learner can:							
LO 1: Understand the roles within a digital product team	1.1	Identify key roles in digital product development teams.							
	1.2	Explain the responsibilities of each team member in the development process.							
	1.3	Evaluate the interdependence between different roles.							
	1.4	Demonstrate the ability to collaborate with various roles in a project.							
LO 2: Foster collaboration in cross-functional teams	2.1	Identify tools and techniques for effective team collaboration.							
	2.2	Apply conflict resolution strategies to maintain team harmony.							
	2.3	Evaluate team performance and propose improvements.							
	2.4	Demonstrate the use of digital collaboration tools (e.g., Slack, Trello).							
LO 3: Enhance communication within product teams	3.1	Apply effective communication techniques in digital product meetings.							
	3.2	Demonstrate clarity and precision in written and verbal communication.							
	3.3	Evaluate the impact of communication breakdowns on project timelines.							
	3.4	Suggest improvements to enhance team communication flow.							
LO 4: Evaluate team performance in product development cycles	4.1	Identify key performance indicators (KPIs) for team performance.							
	4.2	Analyse team performance using established metrics.							
	4.3	Provide constructive feedback for team improvement.							
	4.4	Propose changes to improve overall team efficiency.							

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Unit 3: COMMUNICATION AND INTERPERSONAL SKILLS

Unit Reference Number: ICT/DPM/003/L3

NSQ Level: 3

Credit Value: 2

Guided Learning Hours: 20

Unit Purpose: *This Unit is to equip learners with the knowledge and skills to developing communication strategies that product managers can use to effectively engage stakeholders, manage teams, and communicate product vision and goals.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 03: COMMUNICATION AND INTERPERSONAL SKILLS

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type	Evidence Ref. Page No.
LO 1: Develop effective communication strategies for stakeholders	1.1	Identify key internal and external stakeholders in product development.		
	1.2	Demonstrate tailored communication for different stakeholder groups.		
	1.3	Evaluate stakeholder feedback for product adjustments.		
	1.4	Demonstrate the ability to mediate between conflicting stakeholder interests.		
LO 2: Communicate product vision and goals clearly	2.1	Craft clear and concise product vision statements.		
	2.2	Demonstrate the ability to present product goals to a team.		
	2.3	Evaluate the alignment of the team's work with the product vision.		
	2.4	Adjust communication to ensure alignment with changing product goals.		
LO 3: Use digital tools to enhance communication	3.1	Identify suitable communication tools for various team sizes and types.		
	3.2	Demonstrate the ability to manage communication through project management tools.		
	3.3	Evaluate the effectiveness of communication channels (e.g., email, video meetings).		
	3.4	Implement changes to improve communication efficiency using digital tools.		
LO 4: Manage conflict through effective communication	4.1	Identify common sources of conflict in digital product management.		
	4.2	Demonstrate active listening and empathy in conflict resolution.		
	4.3	Evaluate different conflict management strategies.		
	4.4	Propose communication solutions to resolve specific conflicts.		

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Unit 4: FUNDAMENTALS OF DIGITAL PRODUCT MANAGEMENT

Unit Reference Number: ICT/DPM/004/L3

NSQ Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This Unit is to equip learners with the knowledge and skills to foundational concepts of digital product management, including the product lifecycle, stakeholder management, and essential product management tools and methodologies.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 04: FUNDAMENTALS OF DIGITAL PRODUCT MANAGEMENT

LEARNING OBJECTIVE (LO) The learner will:		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.	
LO 1: Understand the digital product lifecycle	1.1	Identify the stages of the digital product lifecycle.							
	1.2	Explain the activities associated with each stage of the lifecycle.							
	1.3	Demonstrate the ability to create a product roadmap.							
	1.4	Evaluate product progress through its lifecycle.							
LO 2: Identify key stakeholders in product development	2.1	List the main stakeholders involved in digital product management.							
	2.2	Demonstrate how to engage stakeholders throughout the product lifecycle.							
	2.3	Evaluate stakeholder feedback for product improvement.							
	2.4	Propose strategies for maintaining stakeholder engagement							
LO 3: Use digital product management tools effectively	3.1	Identify essential tools used in digital product management.							
	3.2	Demonstrate the ability to manage tasks using product management software.							
	3.3	Evaluate the efficiency of different tools in managing the product lifecycle.							
	3.4	Propose new tools or methods to improve product management.							
LO 4: Apply product management methodologies	4.1	Identify common methodologies used in product management (Agile, Scrum, Waterfall).							
	4.2	Demonstrate the ability to apply Agile principles in product management.							
	4.3	Evaluate the effectiveness of various methodologies in different project environments.							
	4.4	Adjust methodologies to meet the needs of a specific project.							

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Unit 05: AGILE AND LEAN PRACTICES FOR PRODUCT MANAGERS

Unit Reference Number: ICT/DPM/005/L3

NSQ Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This Unit is to equip learners with the understanding of Agile and Lean practices in digital product management, focusing on iterative development, customer feedback, and waste reduction.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 05: AGILE AND LEAN PRACTICES FOR PRODUCT MANAGERS

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.	
LO 1: Understand Agile principles in product management	1.1	Explain the core principles of Agile methodology.							
	1.2	Demonstrate the ability to implement Agile processes (sprints, backlogs).							
	1.3	Evaluate team performance in Agile environments.							
	1.4	Propose improvements for Agile practices in a product development cycle.							
LO 2: Apply Lean principles to reduce waste in product development	2.1	Identify types of waste in product development.							
	2.2	Demonstrate the ability to streamline product development processes.							
	2.3	Evaluate the efficiency of Lean practices in reducing costs and time.							
	2.4	Propose solutions for minimizing waste in future projects.							
LO 3: Incorporate customer feedback into product iterations	3.1	Demonstrate how to gather and prioritize customer feedback.							
	3.2	Apply feedback to improve product features and functionality.							
	3.3	Evaluate the effectiveness of feedback loops in Agile practices.							
	3.4	Propose changes to better integrate feedback into development cycles.							
LO 4: Manage iterative product releases effectively	4.1	Demonstrate the ability to plan and execute iterative product releases.							
	4.2	Evaluate the impact of incremental releases on user satisfaction.							
	4.3	Adjust product roadmaps based on release outcomes.							
	4.4	Propose strategies for managing future releases.							

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Unit 06: BUILDING A DIGITAL PRODUCT STRATEGY

Unit Reference Number: ICT/DPM/006/L3

NSQ Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This Unit is to equip learners with the knowledge and skills on how to develop a comprehensive digital product strategy that aligns with business goals, market needs, and user expectations.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 06: BUILDING A DIGITAL PRODUCT STRATEGY

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.	
LO 1: Understand the key components of a digital product strategy	1.1	Identify the main elements of a digital product strategy (vision, goals, roadmap).							
	1.2	Demonstrate the ability to articulate a clear product vision.							
	1.3	Evaluate the alignment of the strategy with business objectives.							
	1.4	Propose enhancements to an existing product strategy.							
LO 2: Conduct a thorough market analysis to inform product strategy	2.1	Identify key market trends and competitors in the digital product space.							
	2.2	Demonstrate the ability to perform SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.							
	2.3	Evaluate the potential market opportunities for a new or existing product.							
	2.4	Apply market analysis results to refine product positioning and strategy.							
LO 3: Create a product roadmap aligned with strategic goals	3.1	Develop a high-level product roadmap that outlines key milestones.							
	3.2	Demonstrate how to prioritize features and releases based on strategic goals.							
	3.3	Evaluate the feasibility of the product roadmap within the given resources.							
	3.4	Propose adjustments to the roadmap to address changes in market or business conditions.							
LO 4: Align product strategy with organizational resources and capabilities	4.1	Identify the internal resources needed to execute the product strategy (people, technology, budget).							
	4.2	Demonstrate the ability to align cross-functional teams with strategic product goals.							
	4.3	Evaluate the organization's capabilities to meet the product's strategic demands.							
	4.4	Propose solutions for resource gaps that may hinder the execution of the strategy.							

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Unit 07: DESIGN THINKING AND USER-CENTRED PRODUCT DESIGN

Unit Reference Number: ICT/DPM/007/L3

NSQ Level: 3

Credit Value: 3

Guided Learning Hours: 30

Unit Purpose: *This Unit is to equip learners with the knowledge and skills to the principles of Design Thinking and user-centred design approaches. It emphasizes empathy for users, ideation, prototyping, and iteration to create products that meet real user needs.*

Unit assessment requirements/ evidence requirements:

Assessment must be carried out in real workplace environment in which learning and human development is carried out.

Assessment methods to be used include:

1. Direct Observation/oral questions (DO)
2. Question and Answer (QA)
3. Witness Testimony (WT)
4. Assignment (ASS), etc.

UNIT 07: DESIGN THINKING AND USER-CENTRED PRODUCT DESIGN

LEARNING OBJECTIVE (LO)		PERFORMANCE CRITERIA The learner can:	Evidence Type					Evidence Ref. Page No.	
LO 1: Understand the principles of Design Thinking in product development	1.1	Explain the key stages of the Design Thinking process (Empathize, Define, Ideate, Prototype, Test).							
	1.2	Demonstrate the ability to apply Design Thinking to solve a user problem.							
	1.3	Evaluate the effectiveness of using Design Thinking to drive innovation.							
	1.4	Propose ways to integrate Design Thinking into ongoing product development.							
LO 2: Incorporate user-centred design into product development	2.1	Identify the core principles of user-centred design (UCD).							
	2.2	Demonstrate the ability to create user personas and journey maps.							
	2.3	Evaluate the product's design based on user feedback and interaction data.							
	2.4	Propose design changes to improve user experience and satisfaction.							
LO 3: Use prototyping to test and refine product concepts	3.1	Identify different types of prototypes (low-fidelity, high-fidelity) and their uses.							
	3.2	Demonstrate how to create and test a prototype with users.							
	3.3	Evaluate user feedback gathered from prototype testing.							
	3.4	Propose iterations on the prototype based on test results.							
LO 4: Apply user feedback to refine product design and features	4.1	Identify methods for gathering qualitative and quantitative user feedback (surveys, interviews, usability tests).							
	4.2	Demonstrate how to prioritize user feedback based on product goals.							
	4.3	Evaluate the impact of user-driven changes on the product's usability and value.							
	4.4	Propose adjustments to the product design based on continuous feedback loops.							

PARTICIPANT FOR CRITIQUE WORKSHOP

S/N	Full Name	Organization	Address	Email	Telephone
1	OBIAHU, Okechukwu Othniel	Oando Energy Resources Nigeria Ltd.	No 43 NDDC Road 11, Rumukwurusi Pipeline, Rivers State	othnielobiahu@yahoo.com	08038869114
2	FASINA, Felicia Itse	NBTE	Plot B Bida Road, NBTE, Kaduna	feliciasina@gmail.com	08036570850
3	ABDULLAHI, Lawal	KAD ICT HUB	No 47 Kanta Road Off Independence Way, Kaduna State	ocplawal@gmail.com	08035169089
4	YOUNG- HARRY, Constance Soye	Ministry of Education Rivers State	Road 12, House 14 Trans Amadi Gardens Port Harcourt Rivers State	constanceyoungharry@gmail.com	08032684914
5	MUHAMMAD, BILYAMINU MUSA	NBTE	PLOT B, Bida Road, Kaduna	mahogany@gmail.com	09036071291
6	Muhammad Bello Aliyu	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja FCT	mbacaspets@gmail.com	08039176984
7	BENJAMIN, Prince Chukwudindu	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja FCT	Pco.benjamin@gmail.com	08132850544
8	Amoo, Taofeek	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja FCT	taofeekamoo@gmail.com	08053370334
9	Olatunji Abibat	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja	adehabb@gmail.com	08054263602

			FCT		
10	Linda Ngbeken	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja FCT	excel4all2000@yahoo.com	08128219274

PARTICIPANT FOR VALIDATION WORKSHOP

S/N	Full Name	Organization	Address	Email	Telephone
1	OBIAHU, Okechukwu Othniel	Oando Energy Resources Nigeria Ltd.	No 43 NDDC Road 11, Rumukwurusi Pipeline, Rivers State	othnielobiahu@yahoo.com	08038869114
3	ABDULLAH I, Lawal	KAD ICT HUB	No 47 Kanta Road Off Independence Way, Kaduna State	ecplawal@gmail.com	08035169089
4	YOUNG-HARRY, Constance Soye	Ministry of Education Rivers State	Road 12, House 14 Trans Amadi Gardens Port Harcourt, Rivers State	constanceyoungharry@gmail.com	08032684914
5	Dr. Musa Hatim Koko	NBTE	PLOT B, Bida Road, Kaduna	hatimlion@gmail.com	08039606948
6	MUHAMMAD, BILYAMINU MUSA	NBTE	PLOT B, Bida Road, Kaduna	mahogany@gmail.com	09036071291
7	Muhammad Bello Aliyu	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja FCT	mbacasp@gmail.com	08039176984
8	BENJAMIN, Prince Chukwudindu	CPN	1321 Adesoji Aderemi Street, Gudu District, Apo Abuja FCT	Pco.benjamin@gmail.com	08132850544