

(SCTP) Advanced Professional Certificate in AI-Powered UX Design and Digital Product Strategy
(Classroom, Synchronous and Asynchronous E-Learning)
Cohort 3 (Mon, Wed, Sat)

Module	Week	Day	Date	Lesson Title	Start	End	Venue / Remarks
ORIENTATION	0	SAT	9-Jan	Welcome & scene setting Career Workshop #1: Fundamentals of Career Discovery, Navigation and Readiness	9:00	13:00	NTU@One-north
	M2						
DATA ANALYTICS FOR PRODUCT MANAGERS	1	SUN	10				
		MON	11	Introduction to Data and Analytics	19:00	22:00	NTU@One-north
		TUE	12				
		WED	13				
		THU	14				
		FRI	15				
		SAT	16	Data Exploration and Cleaning Dummy Variables and Multicollinearity	9:00 13:00	12:00 16:00	NTU@One-north NTU@One-north
	2	SUN	17				
		MON	18				
		TUE	19	Linear Regression	19:00	22:00	Self study
		WED	20	Logistic Regression	19:00	22:00	Self study
		THU	21				
		FRI	22				
		SAT	23	Confusion Matrix and Imbalanced Data Decision Rules	9:00 13:00	12:00 16:00	NTU@One-north NTU@One-north
	3	SUN	24				
		MON	25	CART and Random Forest	19:00	22:00	Self study
		TUE	26				
		WED	27				
		THU	28				
		FRI	29				
		SAT	30	A/B Testing and Experimentation Data Strategy and Governance + Module Quiz	9:00 13:00	12:00 16:00	NTU@One-north NTU@One-north
	M1	SUN	31				
		MON	1-Feb				
DIGITAL PRODUCT MANAGEMENT & DISCOVERY: BUILDING WHAT MATTERS	4	TUE	2	Managing the Product Lifecycle: Strategy, Extension & PLG + FBM	19:00	22:00	Online Zoom
		WED	3				
		THU	4	Opportunity Discovery in the age of intelligence	19:00	22:00	Online Zoom
		FRI	5				
		SAT	6				
		SUN	7				
		MON	8				
	5	TUE	9				
		WED	10				
		THU	11				
		FRI	12				
		SAT	13	Recap + Design Sprint 1 Career Workshop #2: Career Marketplace - Labour Market Research and Career Planning	9:00 13:00	12:00 16:00	NTU@One-north NTU@One-north
		SUN	14				
		MON	15				
	6	TUE	16	Continuous Discovery + AI Product Development	19:00	22:00	Online Zoom
		WED	17	Self Study 1 - Case Study & Reflective Journal	19:00	22:00	Self study
		THU	18	Product Delight: The Psychology of Building Products Users Love	19:00	22:00	Online Zoom
		FRI	19				
		SAT	20	Recap + Design Sprint 2	9:00	12:00	NTU@One-north
		SUN	21				
		MON	22				
	7	TUE	23	Product Analytics and Performance + GTM	19:00	22:00	Online Zoom
		WED	24	Case study + Reflective Learning + Assessment (Quiz)	19:00	22:00	Self study
		THU	25				
		FRI	26				

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M3		SAT	27	Recap + Design Sprint 3	9:00	12:00	NTU@One-north
		SUN	28				
	8	MON	1-Mar	Capstone selection	19:00	22:00	Online Zoom
		TUE	2				
		WED	3	Introduction to research	19:00	22:00	Online Zoom
		THU	4	Self-study and working on assignments	20:00	21:00	Self study
		FRI	5				
		SAT	6	Career Workshop #3: Career Readiness Prep: Personal Branding & Resume	9:30	12:30	NTU@One-north
				Qualitative interview	13:30	16:30	NTU@One-north
		SUN	7				
		MON	8	Quantitative survey	19:00	22:00	Online Zoom
		TUE	9	Heuristics & user effort score	19:00	22:00	Online Zoom
	9	WED	10	Holiday Break - Hari Raya Puasa			
		THU	11	Self-study and working on assignments	20:00	21:00	Self study
		FRI	12				
		SAT	13	Affinity mapping workshop	9:00	12:00	NTU@One-north
		SUN	14				
		MON	15	Research Insights	19:00	22:00	Online Zoom
	10	TUE	16				
		WED	17	User journey map	19:00	22:00	Online Zoom
		THU	18	Self-study and working on assignments	20:00	21:00	Self study
		FRI	19				
		SAT	20	Guest speaker session sharing on UX research	9:00	12:00	NTU@One-north
	11	SUN	21				
		MON	22	Problem statement / Research presentation preparation	19:00	22:00	Online Zoom
		TUE	23				
		WED	24	Research presentation preparation	19:00	22:00	Online Zoom
		THU	25	Assignment + Module Quiz + Self Study	20:00	21:00	Assessment
		FRI	26	Holiday Break - Good Friday			
				Research presentation	9:00	12:00	NTU@One-north
		SAT	27				
		SUN	28				
M4	12	MON	29	Design Like a Dev (Without Being One)	19:00	22:00	Online Zoom
		TUE	30	Self-study and working on assignments	20:00	21:00	Self study
		WED	31	Understanding Logic and User Flows	19:00	22:00	Online Zoom
		THU	1-Apr				
		FRI	2				
		SAT	3	Career Workshop #4: Career Readiness Prep: Interview prep	9:00	12:00	NTU@One-north
				Design-to-Build Workflow	13:00	16:00	NTU@One-north
		SUN	4				
	13	MON	5	Dynamic Interactions and Data Integration	19:00	22:00	Online Zoom
		TUE	6				
		WED	7	Demo Day: UX to MVP	19:00	22:00	Online Zoom
		THU	8	Self-study and working on assignments	20:00	21:00	Self study
		FRI	9				
		SAT	10	7 days sprint	9:00	12:00	NTU@One-north
		SUN	11				
	14	MON	12	Low-code product discussion / consultations	19:00	22:00	Online Zoom
		TUE	13				
		WED	14	Low-code product discussion / consultations	19:00	22:00	Online Zoom
		THU	15	Assignment + Module Quiz + Self Study	20:00	21:00	Assessment
		FRI	16				
		SAT	17	7 days presso	9:00	12:00	NTU@One-north
		SUN	18				
M5		MON	19	Solutioning	19:00	22:00	Online Zoom
		TUE	20				
		WED	21	User Flows & Information architecture (IA)	19:00	22:00	Online Zoom

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UX SOLUTIONING & TESTING	15	THU	22	Self-study and working on assignments	20:00	21:00	Self study
		FRI	23				
		SAT	24	Prototyping on Figma	9:00	12:00	NTU@One-north
				Career Workshop #5: Career Transition and Stabilization	13:00	16:00	NTU@One-north
		SUN	25				
	16	MON	26	Flows & Wireframing consultations	19:00	22:00	Online Zoom
		TUE	27				
		WED	28	Usability testing	19:00	22:00	Online Zoom
		THU	29	Self-study and working on assignments	20:00	21:00	Self study
		FRI	30	Storytelling workshop	19:00	22:00	Online Zoom
		SAT	1-May	Holiday Break - Labour Day			
		SUN	2				
	17	MON	3	Guest speaker & consultations	19:00	22:00	Online Zoom
		TUE	4				
		WED	5	Guest speaker & consultations	19:00	22:00	Online Zoom
		THU	6				
		FRI	7	Self-study and working on assignments	20:00	21:00	Self study
		SAT	8	Guest speaker & mock pitch	9:00	12:00	NTU@One-north
		SUN	9				
	18	MON	10	In-class consultation	19:00	22:00	Online Zoom
		TUE	11				
		WED	12	In-class consultation	19:00	22:00	Online Zoom
		THU	13	Assignment + Module Quiz + Self Study	20:00	21:00	Assessment
		FRI	14				
		SAT	15	Guest speaker & mock pitch	9:00	12:00	NTU@One-north
		SUN	16				
M6		MON	17	Holiday Break - Hari Raya Haji			
CAPSTONE PROJECT FOR AI UX PRODUCT STRATEGY	19	TUE	18	Final Pitch I	19:00	22:00	Online Zoom
		WED	19	Project Group Discussion	19:00	21:00	NTULearn
		THU	20	Holiday Break - Vesak Day			
		FRI	21	Project Group Discussion	19:00	21:00	NTULearn
		SAT	22	Project Group Discussion	9:00	12:30	NTULearn
		SUN	23				
	20	MON	24	Project Group Discussion	19:00	21:30	NTULearn
		TUE	25	Project Group Discussion	19:00	21:30	NTULearn
		WED	26	Project Group Discussion	19:00	21:30	NTULearn
		THU	27	Project Group Discussion	19:00	21:30	NTULearn
		FRI	28	Project Group Discussion	19:00	21:30	NTULearn
		SAT	29	Final Pitch II	9:00	16:00	NTU@One-north

~ End of Programme ~

- All lectures will be facilitated virtually unless otherwise stated
- F2F lectures will normally be held at NTU@one-north campus located at 11 Slim Barracks Rise, Singapore 138664 (off North Buona Vista Road)
- NTU reserves the right to change the date, mode/venue of lessons or cancel them due to unforeseen circumstances