FORTRAY

Digital Project Manager

Master's Program

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About the Program

This Digital Project Manager program will equip you with a three-layer skills framework that includes core project management skills, modern tools, and techniques that are critical to managing projects. This program will provide you with the skills necessary for holistic digital awareness, enabling you to plan projects, allocate resources, manage requirements, and leverage the benefits of digital technologies to ensure the smooth functioning of agile projects.

Key Features

25+ in-demand skills and tools

140+ instructor-led online classes for 2 years

Masters Certification upon course completion

Hands-on experience with 18+ projects

About Fortray

Fortray is the world's #1 online bootcamp provider that enables learners through rigorous and highly specialized training. We focus on emerging technologies and processes that are transforming the digital world, at a fraction of the cost and time as traditional approaches. Over one million professionals and 2000 corporate training organizations have harnessed our award-winning programs to achieve their career and business goals.

Partnerships and Certifications Alignment

There are no prerequisites for this training program. Prior experience in project management and knowledge of any programming language are recommended but not mandatory.

Program Outcomes

- ✅ Attain knowledge on modern project management tools such as work breakdown structure, resource allocation, Gantt charts, mathematical project scheduling models, project cost estimation, cost management, and engineering economics to deliver projects on time and within budget

- ✅ Become proficient in executing Scrum methodologies for sprint planning and reviews, handling projects on a JIRA Cloud site and producing scrum artifacts

- ✅ Equip yourself with statistical, analytical, and data visualization skills using Microsoft Excel pivot tables, interactive dashboards, charts, and Power BI

- ✅ Acquire a blueprint of the Digital Transformation Framework—people, process, and technology—to understand the impact of digital transformation on industries and individuals

- ✅ Comprehend the power and potential of digital media to make effective business decisions and set up best practices within an organization's marketing teams

- ✅ Understand and utilize the characteristics of Big Data, key components of the Hadoop ecosystem, Sqoop, and Zookeeper

- ✅ Manage projects and budgets using Microsoft Project 2013

- ✅ Gain an understanding of the Define, Measure, Analyze, Improve, and Control (DMAIC) phases of Lean Six Sigma

Who Should Enroll in this Program?

The Digital Project Manager Master's Program is best suited for:

- ✓ Project and program managers who wish to upgrade their skills

- ✓ Project managers who wish to stay up-to-date on advances in the digital world

- ✓ Digital marketers who are responsible for leading large digital projects

- ✓ Project management enthusiasts who want to fast track their career

- ✓ Systems administrators and IT managers

- ✓ Marketing managers

- ✓ Technology professionals who are interesteed in taking up a manageerial role

Learning Path

1 PMP®
(96.6 hours)

2 Agile Scrum Master®
(36.9 hours)

**3 Digital Transformation
for Leaders**
(13.4 hours)

4 Digital skills in Data and AI
(4.9 hours)

5 Digital Marketing for Leaders
(11.9 hours)

6 Master's Certificate

Elective

- Lean Six Sigma
- Business Analytics with Excel
- Microsoft Project 2019

PMP®

The PMP certification is the global gold standard for project management professionals. Keep abreast of the changes in the project management practices updated in the sixth edition of the PMBOK® Guide and pass the PMP exam on your first attempt with Fortray's new PMP course. This course covers new trends and emerging practices with a greater emphasis on strategic and business knowledge. It also includes a new section on the role of the project manager.

Key Learning Objectives

- Become familiar with modern project management tools such as work breakdown structure and resource allocation

- Learn about Gantt charts, mathematical project scheduling models, project cost estimation, management, and engineering economics

- Develop a broad and flexible toolkit of techniques and adapt your approach to the context and constraints of projects

- Deliver projects on time and on budget with available resources

- Cultivate the people skills, trust, and leadership necessary to meet project requirements

Course Curriculum

- Lesson 01 - Introduction to PMP Certification

- Lesson 02 - Professional and Social Responsibility

- Lesson 03 - Project Management Framework

- Lesson 04 - Project Management Processes

- Lesson 05 - Role of the Project Manager

- Lesson 06 - Project Integration Management

- Lesson 07 - Project Scope Management

- Lesson 08 - Project Schedule Management

- Lesson 09 - Project Cost Management

- Lesson 10 - Project Quality Management

- Lesson 11 - Project Resource Management

- Lesson 12 - Project Communications Management

- Lesson 13 - Project Risk Management

- Lesson 14 - Project Procurement Management

- Lesson 15 - Project Stakeholder Management

- Lesson 16 - Appendix PMP List of Knowledge and Skills

Agile Scrum Master

This Agile ScrumMaster certification training will provide you with deep insights into the highly popular Agile Scrum project methodology. You'll learn the key concepts of agile as a project management approach, discover how to lead project management teams, develop and deliver high quality products, and implement best practices in your organization. Fortray's ASM training will position you to be an evangelist and champion in your organization's agile adoption.

Key Learning Objectives

- ✅ Become proficient in scrum terminologies and their applications

- ✅ Facilitate daily scrums, user stories, sprint planning, and sprint reviews

- ✅ Produce different scrum artifacts, including product backlog, sprint backlog, finished deliverables, and the definition of "done"

- ✅ Implement a distributed scrum of teams spread across vast geographies

- ✅ Grow into the ScrumMaster role within any organization implementing scrum

- ✅ Set up and handle projects on a JIRA cloud site

- ✅ Pass the EXIN Agile ScrumMaster exam on your first attempt

- ✅ Apply best practices crucial for getting the maximum value from Scrum methodology

Course Curriculum

- Lesson 01 - Agile Way of Thinking

- Lesson 02 - Other Agile Frameworks

- Lesson 03 - Scrum Events and Artifacts

- Lesson 04 - Scrum Roles

- Lesson 05 - Agile Estimating, Planning, Monitoring, and Control

- Lesson 06 - Agile on Complex Projects

- Lesson 07 - Adopting Agile

Digital Transformation for Leaders

If you wish to leverage digital technologies to transform your business strategies and objectives, Fortray's Digital Transformation course is the perfect training program for you. Leveraging digital technologies is crucial for leaders across all business domains.
Our course is designed to help you build a solid action plan, foster customer-focused innovation, and drive a digital culture in your organization.

Key Learning Objectives

- ✓ Transform how a company operates and engages with customers by leveraging technologies and data

- ✓ Perform an in-depth analysis of how current processes can be improved

- ✓ Identify the changes to be made in the business processes

- ✓ Prioritize the process to gain maximum returns

- ✓ Implement the changes that are planned, and analyze the impact

- ✓ Create a rollout plan with clearly identified roles, responsibilities, and timelines

- ✓ Adopt various new technologies that suit the needs of your business

- ✓ Drive business outcomes

- ✓ Automate the entire process, resulting in acceleration of growth and sales

- ✓ Come up with innovative business strategies, effective operational procedures, and disruptive marketing approaches

Course Curriculum

- Lesson 01 - Introduction to Digital Transformation

- Lesson 02 - Blueprint of Digital Transformation

- Lesson 03 - Driving a Digital Culture and Mindset

- Lesson 04 - Business Analytics and Big Data

- Lesson 05 - Artificial Intelligence and Machine Learning

- Lesson 06 - Blockchain and IOT

- Lesson 07 - Robotics Process Automation

- Lesson 08 - Cloud and Devops

- Lesson 09 - Digital Marketing

- Lesson 10 - Virtual and Augmented Reality

- Lesson 11 - 3D Printing

- Lesson 12 - Conclusion and Next Steps

Digital Skills in Data and AI

Step into the world of big data with an introduction to Hadoop and its ecosystem components. This course lets you deep-dive into the concepts of big data, big data frameworks, the Hadoop ecosystem, the system architecture and components of Hive, and the basics of Hive Query Language (HiveQL).

Key Learning Objectives

- ✔ Understand the need for big data and the limitations of handling it

- ✔ Gain in-depth knowledge of big data frameworks using Spark and Hadoop's core components

- ✔ Learn how various components of the Hadoop ecosystem fit into the big data processing lifecycle

Course Curriculum

- ✔ Lesson 01 - Introduction to Big Data and Hadoop

- ✔ Lesson 02 - Hive HBase and Hadoop Ecosystem Components

- ✔ Lesson 03 - Business Analytics with Excel

- ✔ Lesson 04 - Introduction to Business Analytics

- ✔ Lesson 05 - Conditional Formatting and Important Functions

- ✔ Lesson 06 - Analyzing Data with Pivot Tables

- ✔ Lesson 07 - Dashboarding

- ✔ Lesson 08 - Business Analytics With Excel

- ✔ Lesson 09 - Data Analysis Using Statistics

- ✔ Lesson 10- Power Business Intelligence

Digital Marketing for Leaders

Digital and social selling is changing the game for sales and marketing teams everywhere. Based on proven methods, this digital selling course is designed to help sales and marketing professionals sharpen their digital and social selling skills to gain a competitive edge in the marketplace. You'll get hands-on exposure to modern CRM and sales intelligence tools and learn how to improve social media engagement, generate better quality prospects, drive faster conversions, and generate more revenue.

Key Learning Objectives

- ✔ Understand the basic concepts of digital marketing and its global impact

- ✔ Get to know about customer lifecycle from acquisition, engagement, and conversion to onboarding, retention, and expansion

- ✔ Understand the challenges of an offline-online experience and the future of digital marketing

- ✔ Learn how to connect, attract, engage, convert, and grow your customers

CourseCurriculum

- ✅ Lesson 01 - Introduction to Digital and Social Selling

- ✅ Lesson 02 - Attract your Customers

- ✅ Lesson 03 - Introduction to Digital Selling-Beyond Social Selling

- ✅ Lesson 04 -Developing Digital Selling Credibility

- ✅ Lesson 05 -Connect with Your Customers

- ✅ Lesson 06 -Digital Research and Developing Buyer Personas

- ✅ Lesson 07 -Turning Digital Connections Into Sales Conversations

- ✅ Lesson 08 -Engage with Your Customers

- ✅ Lesson 09 -Building Sales Engagement through Content Marketing

- ✅ Lesson 10 -Convert and Grow Your Customers

- ✅ Lesson 11 -Developing an Integrated Digital Selling Strategy

- ✅ Lesson 12 -Digital Selling Beyond Customer Acquisition

Electives

Lean Six Sigma Green Belt

Learn core principles of Lean Six Sigma, how to implement quality projects and applications, and how to use the Minitab tool for effective statistical analysis. The course aligned to the ASQ and IASSC exam integrates lean and the DMAIC methodologies using case studies and real-life examples, and will give you the skills required for an organization's growth.

Business Analytics with Excel

Boost your analytics career with powerful new Microsoft Excel skills by taking this Business Analytics with Excel course, which includes Power BI training. These two commonly used tools, combined with official business analytics certification, will put you on a successful career path.

Microsoft Project 2019

Learn the basics of Microsoft Project 2019 and understand how to create a project plan and track project progress using Project resources.

Certificates

CERTIFICATE OF ACHIEVEMENT

Digital Project Manager

MASTERS PROGRAM

★★★★★

THIS IS TO CERTIFY THAT

JOHN DOE

Has successfully graduated from the <Course Name> Masters Program summa cum laude having completed all mandated course requirements and industry projects with distinction.

Date:___ /___ /2021

CEO

Upon completion of this Master's Program, you will also receive an industry-recognized Master's Certificate from Fortray.
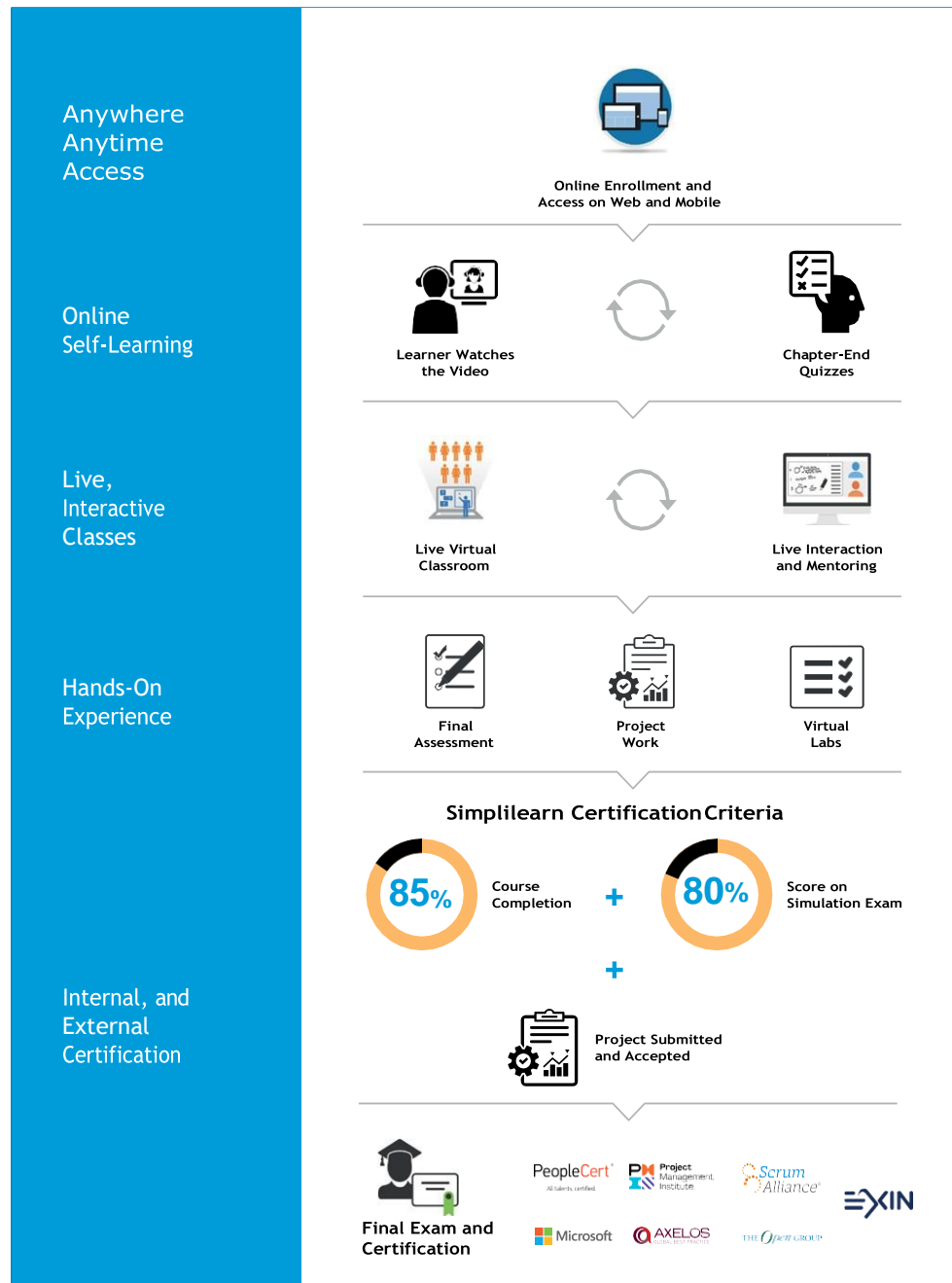
Tools Covered

1$ Jenkins	JUnit 5	git
ANSI BLE	hadoop	puppet
Power BI		

Classroom-Level Immersion: Delivered Digitally

Anywhere Anytime Access

Online Enrollment and Access on Web and Mobile

Online Self-Learning

Learner Watches the Video

Chapter-End Quizzes

Live, Interactive Classes

Live Virtual Classroom

Live Interaction and Mentoring

Hands-On Experience

Final Assessment

Project Work

Virtual Labs

Simplilearn Certification Criteria

85% Course Completion **+** **80%** Score on Simulation Exam

+

Project Submitted and Accepted

Internal, and External Certification

Final Exam and Certification

PeopleCert · Project Management Institute · Scrum Alliance · EXIN · Microsoft · AXELOS · THE Open GROUP

Customer Reviews

Raghavendran Venkataraman

Fortray is one of the best online training platforms. The customer support has been incredible. They are always there, from day one until you completed the course. The tutors are more open to suggestions and doubts and give their best answer depending on the field they work in. I had an enjoyable learning Experience with Fortray.

Gerhard Van Der Westhuizen

Fortray is one of the best online training providers available. The training was very informative and the quality of the presentation was of a high standard and very helpful.

Advisory Board Member

Manuel W Lloyd

Virtual CIO, IT Service Expert

Manuel W. Lloyd is a process expert known for his thought leadership in IT governance, legislative compliance, operational efficiency, and cyber security.
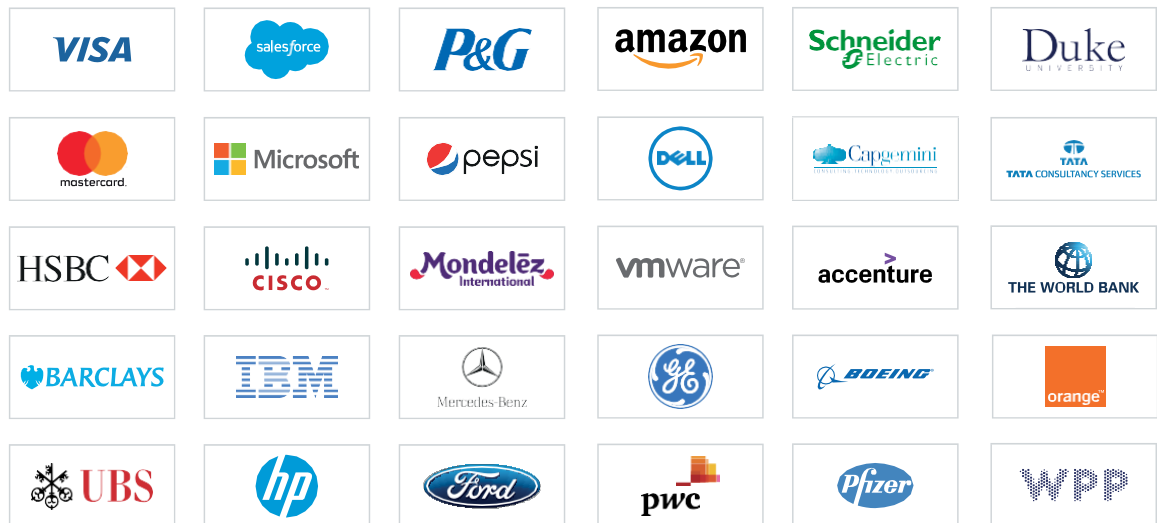
Jeff Allen

Project Management and Agile Expert, Consultant, Author

Jeff Allen is a highly regarded project management and agile expert with more than 15 years of experience at large companies like Compaq and HP. As an Agile Coach, he has mentored over 5000 professionals globally.

Corporate Training

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