

ABSTRACT

The Certified Independent Study and Internship Program (MSIB) is one of the programs from Merdeka Learn Campus Merdeka (MBKM) in the form of a program of learning opportunities and self-development according to specific competencies sought by the business world or industry through activities outside the lecture class. However, this program is still recognized as part of the lecture. One of the partners who join this program is PT. Lantern Bangsa Bright (Binar Academy) with a learning duration of 5 months. In the product management learning program at PT. Lentera Bangsa Bright (Binar Academy) students involved are responsible for attending classes guided by trained facilitators, self-study and practicing by doing assignments in order to be able to complete a project. The output generated from participating in this program is gaining knowledge about Product Management ranging from basic to expert knowledge, gaining teamwork skills, communication skills, and so on. The purpose of this program is that students are able to hone the hard skills and soft skills needed to become product managers so that they can make a real contribution to national development.

Keywords: *Merdeka Campus, Binar Academy, UI/UX Designer, Product Management, Marketplace.*