

Fundamentals of Product Management

Course Outline

Module Name	Topics	Sub Topics
Overview of Product Management	Roles and Responsibilities of Product Manager	Life of Product Manager
		Product Manager Perceptions
		Traits of Good Product Manager
	Introduction to Product Management	What is a Product?
		Levels of Product/Services
		Product and Service Classification
	New Product	What is New Product?
		Classification of New Product
		NPD Process
		Reasons for New Product Failure
Product Lifecycle Management	Stages of Product Lifecycle Management	PLC stages & marketing characteristics
		PLC Strategies at each stage
	Why Most Products Fail at different stages	Market Identification
		Pre Launch Testing
		Pricing
		Early Idea Screening
		Feature Prioritization
	Data Driven Optimization	The need to make data driven optimization at every stage
		Gathering Customer Data -Siloed and Scattered
		Applying Data Science to Product Design - Case
		Analysing Disruptive trends based on the stage