

## Product Management Course Syllabus

| No. | Subject   | Content  | Hours |
|-----|---|--|-------|
| 1.  | Introduction  | <ul style="list-style-type: none"> <li>Product Management in 3D – Course Overview</li> <li>The Role of the Product Manager</li> <li>Marketing and Product Management</li> <li>Product Life Cycle</li> </ul>            | 2     |
|     | Practical Product Management  | <ul style="list-style-type: none"> <li>Product Management Mapping</li> <li>Smith – Corona Case Study</li> </ul>  | 2     |
| 2.  | Building a Strategy for a changing business environment               | <ul style="list-style-type: none"> <li>Setting a product Mission Statement that fits your market and industry</li> <li>Market and industry analysis using the PEST and Porter models</li> <li>SWOT Analysis</li> </ul> | 2     |
|     | Competitive Strategy  | <ul style="list-style-type: none"> <li>Role of competition in strategy settings</li> <li>Competing through Innovation</li> <li>Competitive SWOT analysis</li> </ul>  | 2     |
| 3.  | Products Requirements and Business Goal Setting                       | <ul style="list-style-type: none"> <li>Product Requirements settings</li> <li>Goal Setting per strategy</li> <li>Setting parameters for goals settings</li> <li>Define measurable units per goal</li> </ul>            | 2     |
|     | Product Requirements and Roadmap Definition Process                   | <ul style="list-style-type: none"> <li>Generating Requirements Matrix</li> <li>Tollgate Requirement Prioritization</li> <li>Constraints Analysis</li> <li>Roadmap Outline Definition</li> </ul>                        | 2     |
| 4.  | Product Definition Exercise   | <ul style="list-style-type: none"> <li>Reviewing Product Requirements and definition exercise – FirmX case study</li> </ul>  | 2     |
|     | Product Documents -Communicating Product Requirements for Development | <ul style="list-style-type: none"> <li>MRD structure and definition</li> <li>PRD overview</li> <li>Use case based requirements definition</li> <li>Persona definition and activity</li> </ul>                          | 2     |

| No. | Subject  | Content   | Hours |
|-----|--|---|-------|
| 5.  | Product Documentation Exercise                                 | <ul style="list-style-type: none"> <li>MRD Exercise</li> <li>Agile Product and Sprint Backlog</li> </ul>  | 2     |
|     | Pricing  | <ul style="list-style-type: none"> <li>Hi-Tech Pricing Theory</li> <li>Pricing Strategies &amp; Considerations</li> <li>Pricing Dilemmas</li> </ul>   | 2     |
| 6.  | Business Models  | <ul style="list-style-type: none"> <li>Business Model Concepts and Considerations</li> <li>Setting a Business to Maximize Revenue</li> <li>Adjusting to Customer Perceived Value</li> </ul>   | 2     |
|     | Product Achievement -1   | <ul style="list-style-type: none"> <li>Working Within the Organization</li> <li>Motivating in Complex (matrix based) Environment</li> <li>Acquired Knowledge Based Authority</li> </ul>   | 2     |
| 7.  | Product Management 360 – working with the Organizational Units | <ul style="list-style-type: none"> <li>Working with the Organizational               <ul style="list-style-type: none"> <li>Sales</li> <li>R&amp;D</li> <li>Support</li> <li>AQ</li> <li>Finance</li> <li>Professional Services</li> <li>Marketing</li> </ul> </li> </ul> | 2     |
|     | Product Management in an Agile Environment                     | <ul style="list-style-type: none"> <li>Understanding Agile Development</li> <li>Understanding SCRUM</li> <li>The SCRUM Team</li> <li>The Role of the Product Owner</li> </ul>   | 2     |
| 8.  | Competitive Analysis Methodology                               | <ul style="list-style-type: none"> <li>Sources of Information</li> <li>Analysis</li> <li>Competitive Analysis</li> </ul>  | 2     |
|     | Product Management Tools Review                                | <ul style="list-style-type: none"> <li>Review of Different Product Management tools available at the Market.</li> <li>The Value of Using a Product Management Tools</li> </ul>  | 2     |

| No. | Subject                                       | Content   | Hours |
|-----|---|---|-------|
| 9.  | Product Marketing                             | <ul style="list-style-type: none"> <li>• Marchitecture</li> <li>• Product Launch and Go-To-Market from an inbound perspective</li> <li>• Mapping Outbound Product Management responsibilities</li> </ul>  | 2     |
|     | Advanced Topics in Outbound Product Marketing | <ul style="list-style-type: none"> <li>• Business Vs. Marketing Vs. Sales Support - The right balance</li> <li>• How do you create a business case for your customer?</li> <li>• Case Study for your Sales Team</li> <li>• Marcom Product Management</li> </ul>   | 2     |
| 10. | Customer Management for Product Managers      | <ul style="list-style-type: none"> <li>• Listening to Your customer</li> <li>• Mapping your customers</li> <li>• Building Trust Tips</li> <li>• Are Customer Needs Negotiable?</li> </ul>   | 2     |
|     | Go To Market                                  | <ul style="list-style-type: none"> <li>• Geography – characteristics for each Geography zone relating your products?</li> <li>• Channels – Direct, OEM or Integrators</li> <li>• Types of Customers – Segmenting your market according to customer characteristics</li> <li>• Go To Market Plan Presentation – Selling your plan within the organization</li> <li>• Go To Market Plan Format</li> </ul> | 2     |
|     | Course Summary                                |   |       |