

# 2-DAY WORKSHOP ON **BECOMING A SOFTWARE PRODUCT MANAGEMENT PROFESSIONAL**



**30th - 31st May, 2024**



**10:00am - 4:00 pm**



**IIT, Madras (DoMS)**

## ABOUT THE **WORKSHOP**

**REGISTRATION FEE: 15,000 INR + 18% GST**

The IT industry has been building innovative solutions that have improved our lives for over three decades. Development teams need to understand technology and, more importantly, discern the problem from the customers' perspective. The primary responsibility to ensure this lies with the Software Product Manager. However, more often than not, the Software Product Managers are not ready for this role.

Department of Management Studies, IIT Madras, and Congruent Solutions, a specialist technology solutions and services provider to the Retirement Plan industry in the US, have come together to offer a two-day workshop on **Becoming a Software Product Management Professional**. The workshop will help the participants understand the Software Product Manager's role and take them through the different steps involved in building a software product with a Customer-centric approach.

### IN THE WORKSHOP, YOU WILL

- learn to ideate, test, and launch software products that customers love
- learn competitor analysis, road mapping, prototyping, A/B testing & much more
- build a structured approach to managing the entire software product life cycle

### PREREQUISITE

A minimum 2 years of experience in the IT industry

### TARGET AUDIENCE

- Business Analysts
- Senior Business Analysts
- Aspiring Product Managers

CLICK HERE TO REGISTER  
<https://elearn.nptel.ac.in/WSPM/>  
or scan the QR Code



# PROGRAM AGENDA

## DAY 1: MARKET RESEARCH & USER ANALYSIS

Day	Time	Agenda
Day 1 May 30, 2024	10:00 am to 10:10 am	Welcome Note & Introduction
	10:10 am to 12:30 pm	Market Research, Competitor Analysis, Product Market fit, User Research, User Journey Mapping,
	12:30 pm to 1:30 pm	Lunch
	1:30 pm to 4:00 pm	Case Study on Market Research and User Analysis

## DAY 2: MVP CREATION & GTM STRATEGY

Day 2 May 31, 2024	10:00 am to 10:10 am	Recap
	10:10 am to 12:30 pm	Design Fundamentals, Sketching, Wireframing, Prototyping, MVP Creation, Product Analytics, AI for Product Managers, Go-To-Market Strategies, Market Testing
	12:30 pm to 1:30 pm	Lunch
	1:30 pm to 4:00 pm	Case Study on MVP and GTM

## Program Conveners



**DR. NARGIS PERVIN**  
ASSISTANT PROFESSOR  
DEPT. OF MANAGEMENT STUDIES  
IIT MADRAS



**MUTHUMALA S**  
HEAD - HUMAN RESOURCES  
CONGRUENT SOLUTIONS



**PROF. M. THENMOZHI**  
PROFESSOR  
DEPT. OF MANAGEMENT STUDIES  
IIT MADRAS



**SUMAYYA A**  
HEAD - LEARNING &  
DEVELOPMENT  
CONGRUENT SOLUTIONS

For Details,  
Contact



Subha .M  
Senior Project Officer,  
Center for Learning and  
Development

+91 9840572328

domsld@smail.iitm.ac.in