



1-day Workshop on

Becoming a Software Product Management Professional



April 05, 2023 (Wednesday)



09.00 AM to 06.00 PM



IIT, Madras (DoMS)

Registration Fee: **10,000 INR + 18% GST**

ABOUT THE WORKSHOP

The IT industry has been building innovative solutions that have improved our lives for over three decades.

To develop solutions that touch human life, it is essential for development teams to understand the technology and, more importantly, discern the problem from the customers' perspective.

The primary responsibility to ensure this lies with the Product Manager. However, more often than not, the 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 one-day workshop on **Becoming a Software Product Management Professional**.

The workshop will help the participants understand a Product Manager's role and take them through the different steps involved in building a product with a Customer-centric approach.

In the workshop, you will

learn to ideate, test, and launch products that customers love

learn competition analysis, road mapping, prototyping, A/B testing & much more

build a structured approach to managing the entire 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



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Program Agenda

Session #1: Market Research and User Journey Mapping

- Who is a Product Manager?
- Responsibilities and Skills of a Product Manager
- Market Segmentation
- Target Market Sizing
- Product-Market Fit
- Competitor Analysis
- User research
- Personas
- User Journey Mapping

Session #2: Case Study – 1

Session #3: Building an MVP and Go-to-Market

- Design Fundamentals
- Sketching, Wireframing, Prototyping
- Basics of MVP (Build, Measure, Learn the framework of MVP, Identifying the riskiest assumptions)
- Product Planning and Product Development (Agile, Product Backlog, PRDs)
- Go-to-Market strategies
- Market Testing

Session #4: Case Study – 2

Session #5: Governance and CSR

- Other Focus Areas (Product Analytics, Considerations that go into building an MVP, PRDs, etc.) & Practical Applications

Program Conveners

Prof. M. Thenmozhi
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Dr. Nargis Pervin
Asst. Prof. - Dept. of Management Studies,
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Muthumala S
Head – Human Resources,
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