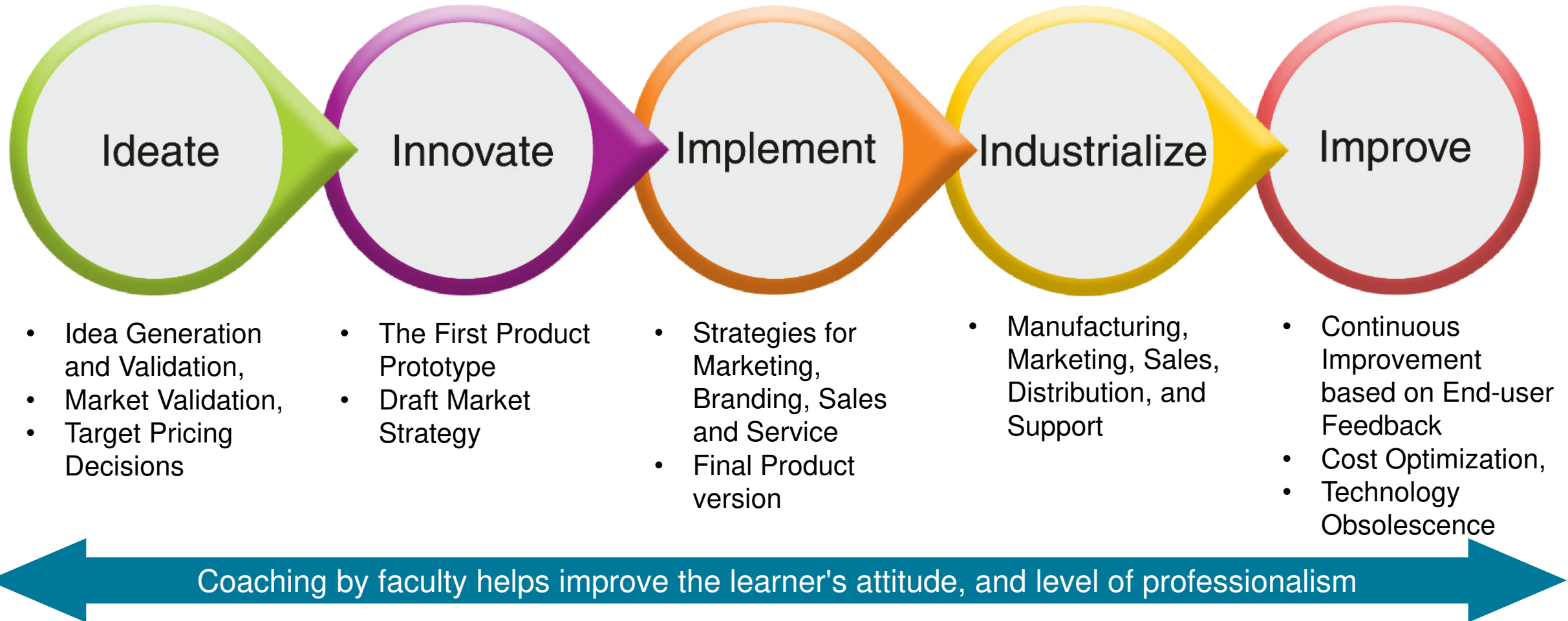




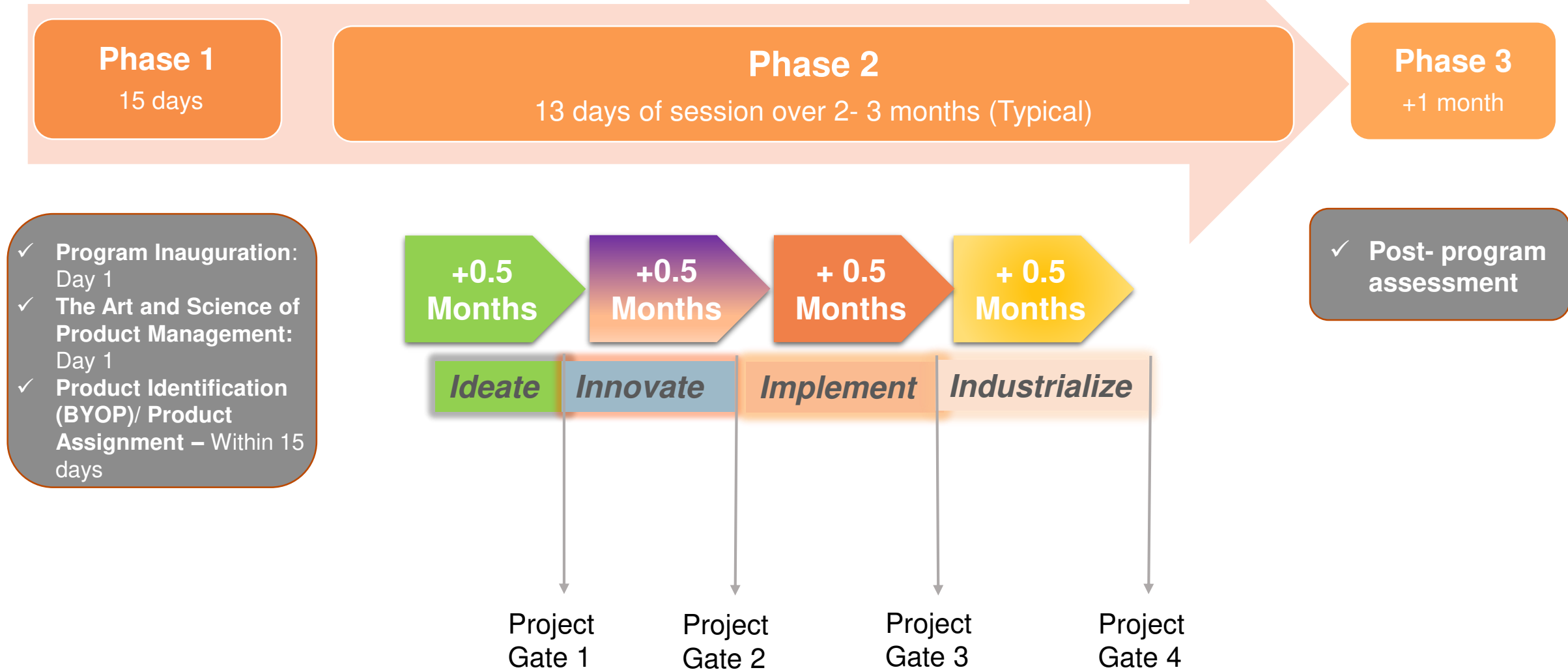
Product Management

Our Approach - 5i Framework



- We work with our clients to understand the complexity of the problems the learners are expected to handle when they join projects
- We use client specific case studies, situations, and problem statements.

Detailed Design – Product Management Professional Program Plan



Detailed Design – Product Management Professional Program

IDEATE

Day	Topics		
1	Introduction to Product Management	Idea Generation	Idea Generation Workshop
2	Idea Validation - workshop mode on Idea generated on Day 1		
Individual preparation on market study for the generated Ideas – participants will flesh out template provided by faculty			
3	Market Validation - workshop mode		
4	Intrapreneurship/Entrepreneurship	Business Story Telling	
Gate 1			
Individual preparation on understanding potential customers, users and markets – participants will flesh out template provided by faculty			

Online
Pre-reading

Case-Study
Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F workshops
and Authentic
Discussion

Assignments

Reviews at Stage
Gates

Detailed Design – Product Management Professional Program Cont.

INNOVATE

Day	Topics	
5	Customer Insights and Customer Centric Design	Customer Insights Workshop
6	Preparing Draft Market Strategy	Market Strategy Workshop
Individual preparation on possible cost of their product/service		
7	Financial insights and Modelling of Business Plan	Finance Workshop
8	Art of Presentation	Negotiation Skills
Gate 2		

Online
Pre-reading

Case-Study
Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F workshops
and Authentic
Discussion

Assignments

Reviews at Stage
Gates

Detailed Design – Product Management Professional Program Cont.

IMPLEMENT

Day	Topics	
9	Introduction to GTM Strategies	GTM Workshop
10	Introduction to Basics of Building the Product	
Individual preparation on Selling Strategies		
Gate 3		

Online
Pre-reading

Case-Study
Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F workshops
and Authentic
Discussion

Assignments

Reviews at Stage
Gates

Detailed Design – Product Management Professional Program Cont.

INDUSTRIALIZE AND IMPROVE

Day	Topics	
11	Product Launch Strategies	
12	Selling Strategies	Continuous Improvement
Individual preparation on Selling Strategies and Continuous Improvement		
13	Product Support and Knowledge Management	Empathy Debt? : Analytics for Continuous Improvement
Gate 4		

Online
Pre-reading

Case-Study
Selection

Practitioner
Faculty and
Sharing of Best
Practices

F2F/ VILT
workshops and
Authentic
Discussion

Assignments

Reviews at Stage
Gates