



Product Management Workshop Course Content

Schedule:

August 14(Saturday)	August 21(Saturday)	August 28(Saturday)	September 4(Saturday)
August 15(Sunday)	August 22(Sunday)	August 29(Sunday)	September 5(Sunday)

Timings: 5-7pm on all days

Speaker 1:

- PM roles and responsibilities across different industries
- Core skills required by a PM
- Organisational structure and culture surrounding PM
- Change in organisation, role of PM in it

Speaker 2:

- Defining product goals and what is meant by success of product
- Determining cost and benefits of a particular product
- Life cycle of a product, significance of each phase

Speaker 3:

- Analysing stakeholder concerns
- Getting and making accurate time assessments for completion of products
- Estimation, tracking, and maintenance of budget of product
- Measuring consumer satisfaction
- Tools and best practices for making product plan and risk management techniques



Speaker 4:

- Assigning work to team members
- Define communication plan for team members
- Evaluate different PM tools to meet product needs
- Importance of milestones, how to set them

Speaker 5:

- Different tracking methods of products
- Managing changes, dependencies and risk
- Key quality management concepts
- Creating continuous improvement cycle
- Defining closing process for stakeholders, product team, product managers

Speaker 6:

- Topics focussed on during a product management interview
- How does a Product management interview proceed
- Common mistakes made during Product Management interview