IIT Mandi
Proposal for a New Course

Course number	: MB570
Course Name	: Product Management
Credit Distribution	: 2-0-0-2 (L-T-P-C)
Intended for	: MBA
Prerequisite	: A basic course is Marketing
Mutual Exclusion	: None

1. Preamble:

The primary job of a Product Manager manger is to take decisions related to development, improvement of a product. To prepare the budding managers for roles related to product management, this course intends to provide an in-depth understanding of product management strategies, frameworks, tools and techniques for delivering improved customer experience at every stage of customer journey in alignment with business goals.

2. Course Modules with quantitative lecture hours:

Unit 1: Introduction to Product Management   **(1 hour)**
  i. The practice of Product Management
  ii. Core skills of Product Management: Communication, Organization, Research and Execution

Unit 2: Product Strategy   **(3 Hours)**
  i. What is a product
  ii. Types of products
  iii. Role of product strategy in product development
  iv. Factors influencing product strategy
  v. Product Life cycle
  vi. Product Line
  vii. Product elimination

Unit 3: Competitor Analysis   **(2 Hours)**
  i. SWOT Analysis
  ii. Porter's generic strategy
  iii. BGC Matrix

Unit 4: New product development   **(3 Hours)**
  i. New product development Process
  ii. Minimum viable product approach and Minimum delightful product approach

Unit 5: Design Thinking (4 Hours)
i. Introduction: Concept and role with NPD and Innovation; Framework of Design Thinking
ii. Design Thinking tools: Inspirational Design Briefing; Personas; Customer experience mapping; Boosting creativity; Stories and prototypes
iii. Design thinking within the firm: Design integration; Team training and implementation; Leading for a corporate culture of design thinking;
iv. Consumer responses and values: Consumer response to product forms; Diversity in responses; Future friendly designs

Unit 6: Product Analytics (4 Hours)
i. Introduction: Basic concepts of analytics; Role of analytics; Product Analytics vs Marketing Analytics; Applications of Product Analytics
ii. Process and Design: Stages of product analytics process; Product analytics design; Overview of Exploratory, Descriptive and Causal analytics; Direct exploratory methods - FGD, Depth interview; Indirect exploratory methods - Projective techniques Role of Observation Methods in Product Development and Management

Unit 7: Product Roadmapping (2 Hours)
i. Key elements
ii. Building product roadmaps
iii. Prioritizing features in roadmaps
iv. Types of roadmaps

Unit 8: Agile and Lean product development (2 Hours)
i. Significance
ii. SCRUM and KANBAN

Unit 9: Marketing and Launch (4 Hours)
i. Sales and Distribution Strategy
ii. Product Positioning and Branding
iii. Marketing Communication
iv. Product Pricing
v. Product Launch/feature launch

Unit 10: Product leadership (3 Hours)
i. Product Leader: Impact; Challenges; Being a great product leader; Hiring product leadership
ii. The right leader: Startup leaders, Emerging product leader; enterprise product leader

References:

Laboratory/practical/tutorial Modules:

Not Applicable

3. Text books:

Proposal for a New Course

i. C. Merle Crawford and C. Anthony Di Benedetto (2021) New Products Management, 12th Edition, Mc Graw Hill, 12e, ISBN: 9781259911828

4. References:

i. Roman Pichler (2016) Strategize Product Strategy and Product Roadmap Practices for the Digital Age, Pichler Consulting, ISBN : 978-0993499203
ii. Richard Banfield, Martin Eriksson, Nate Walkingshaw (2017) Product Leadership O'Reilly Media, Inc. ISBN: 9781491960554
iii. Scott Swan, Michael G. Luchs, Abbie Griffin (2016) Design Thinking: New Product Development Essentials from the PDMA, Wiley-Blackwell, ISBN: 978-1118971802

5. Similarity with the existing courses: None
(Similarity content is declared as per the number of lecture hours on similar topics)

S. No.		Course Code	Similarity Content	Approx. % of Content
1.	Marketing Management		10%	

6. Justification of new course proposal if cumulative similarity content is >30%:

Not Applicable