

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS301
Course Name:	Product Management
Course Code:	2MS3010855T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To master competences that are necessary for successful career on product-manager position
- 2) To develop confidence to lead product teams and inspire stakeholders and collaborators
- 3) To prepared learners according to demand of market and corporate for product development

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Introduction to Product Management; Marketing Planning Process, Components of marketing plan; Defining Competitive Set Levels of market competition, methods for determining competitors, competitor selection	10	20%
2	Category Attractiveness Analysis Aggregate market factors, Category factors, Environmental analysis; Competitor Analysis Sources of information, assessing competitor's objectives & strategies, Differential advantage analysis, Predicting future strategies; Customer Analysis	10	20%
3	Market Potential and Sales Forecasting Market potential, methods for market estimation, Sales forecasting; Developing Product Strategy Elements of product strategy, selection of strategic alternatives, Positioning, Product strategy over the PLC; New Products Product modification, line extensions, Testing of new products, Brand extensions, Really new products	10	20%
4	Product Pricing Decisions; Advertising Decisions; Decisions for Product Promotions; Product Distribution Channel Management; Customer Relationship Management; Financial Analysis for Product Management; Marketing Metrics	10	20%
5	Contemporary Issues: Agile Transformation, Remote Work Challenges, Data Privacy and Security, Ethical Considerations, Sustainability, Customer Experience (CX) Management, Platformization, AI and Machine Learning Integration, Competitive Landscape, Innovation Management.	8	20%

Text Books:

1. Product Management; by Lehman D., Winer R.; Tata McGrawHill

Reference Books:

1. Product Strategy & Management; by Baker M., Hart S.; Pearson Education

List of Open Source Software/learning website:

1. "Management Concepts and Applications/Management" available on https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
2. <http://www.managementconcepts.com/>
3. http://www.managementstudyguide.com/planning_function.htm
4. <https://swayam.gov.in>

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager's role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Develop the product mindset needed to bring viable products or services to the market	2 Understanding, 3 Apply
CLO2	Map customer journeys and user personas to define and solve problems through products	4 Analyze, 5 Evaluate
CLO3	Analyse strategies and frameworks for developing, marketing, and selling a product	4 Analyze
CLO4	Evaluate product road mapping and prototyping decisions using various product management techniques and practices	5 Evaluate
CLO5	Outline a plan to create a competitive scalable product using key product development strategies and frameworks	4, 5 Evaluate, Analyze, 6 Create
CLO6	Identify market segments and effectively target groups through marketing and communication strategies	6 Creating

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H				M			H	L	
CLO2										
CLO3	H								M	
CLO4	H				M		L			H
CLO5				H	M	M	L	M		H
CLO6	H		H	H		M		M		

H: High, M: Medium, L: Low
