Novus – The Product Management Club

Competition (PM SAGA)

Sponsored by

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IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम

Indian Institute of Management Visakhapatnam

Executive Summary –

We are thrilled to announce the launch of an exciting and innovative competition series, PM SAGA, brought to you by Novus. At Novus, we have always been committed to fostering the holistic development of college students, and PM SAGA is our latest endeavour to achieve this goal.

What is PM SAGA? PM SAGA stands for Product Management Student Advancement, Growth, and Achievement. It is a comprehensive competition series designed to empower students with real-world product management skills. Our aim is to provide a platform where students can not only showcase their talents but also enhance their abilities in the dynamic field of product management.

Why PM SAGA? In today's fast-paced world, the role of a product manager is pivotal in creating successful products and services. PM SAGA is more than just a competition; it's an opportunity for students to gain hands-on experience, tackle real challenges, and develop a deep understanding of the product management domain. We believe that by participating in PM SAGA, students will not only enhance their knowledge but also build essential skills that will serve them well in their future careers.

PM SAGA, our Product Management Student Advancement competition series, successfully equipped college students with practical product management skills. We extend our heartfelt thanks to the administration, Business Secretary, and Academic Council for their invaluable support in making this initiative a reality. Your contributions have greatly enhanced student development and our institution's commitment to holistic education.

About PM SAGA –

The competition which will be centered around concepts of Product Management will be conducted in 4 stages. Each round will be a standalone round every month for four months. It is advised that contestants take part in all the rounds.

Requirement: Individual participation

1. **Challenge 1 – Quiz Round**

   Date – 18th September 2023 (Monday)

   An offline quiz will be held which will cover topics of the posts and stories from the club's social media handles (Instagram and LinkedIn). Also, recent news and product management concept.

   Mode – Offline, Classroom will be needed. (Winner – Top 3)

2. **Challenge 2 – PM Guestimate**

   Date of Announcement – 13th October /TBD

   The PM Guesstimate Challenge sharpens participants' analytical skills by testing their ability to make precise estimates in complex project management scenarios, enhancing their strategic thinking and risk assessment capabilities for real-world decision-making.

   Mode – Offline, Classroom will be needed. (Winner – Top 2)

3. **Challenge 3 – User Persona**

   Date of Announcement – 3rd November 2023

   In the User Persona Challenge, participants are presented with a specific product or market segment and tasked with crafting probable user personas. This exercise involves delving into user

needs and preferences, fostering a deep understanding of the target audience to inform product development and marketing strategies effectively.

Mode – Offline, Classroom will be needed. (Winner – Top 2)

4. Challenge 4 – Wireframing

Date of Announcement – 1st December 2023

The Wireframing Challenge requires participants to create detailed and intuitive visual representations of digital interfaces or applications, emphasizing layout, functionality, and user experience. It's a crucial skill test in design and UX fields, ensuring efficient communication of design ideas and user interactions.

Mode – Online submission + 5min Video voiceover for explanation. (Winner – Top 2)

Successfully Conducted September Challenge –

We are delighted to share some fantastic news with you regarding the recent September Challenge in LLT-3. It gives us immense pleasure to report that we not only conducted the challenge successfully but also witnessed an overwhelming response from our students. A total of 120 students enthusiastically registered for the September Challenge by joining the dedicated WhatsApp group, showcasing their commitment to academic excellence and their eagerness to embrace new learning opportunities. This remarkable turnout is a testament to the dedication and hard work of our team, as well as the genuine thirst for knowledge within our student community. It reinforces our belief in the value of initiatives like the September Challenge, which not only enhance the learning experience but also foster a sense of engagement and community among our students.

Glimpse of the event –