

Title of the Workshop: Novus: Product Management Workshop

Venue: Online (Recordings available at ForeVision website for registered students)

Date(s): 28th and 29th October

Total time: 12 hr (Morning and Afternoon Sessions each 3 hrs)

Name of the Organizer: ForeVision

Price: Rs. 1350 (reduced from Rs. 2250 amount payable by the college)

No. of Participants: 85 students

Agenda: The workshop was organized into four modules, spanning across two days, with both morning and afternoon sessions each day. Each module focusing on to impart specific knowledge and competencies to the students. Ms. *Ananya Nandan* was the course instructor for all four sessions.

Module 1 - Introduction to PM & Problem Solving:

Module 1 serves as an introductory foundation for students delving into the world of Product Management (PM). This module focuses on essential concepts within the field, with a strong emphasis on problem-solving. Key topics include understanding customer needs, problem definition, and the application of basic problem-solving frameworks.

- Introduction to Product Management
- Basics about the role and function
- Product Lifecycle
- Problem Solving & Analysis
- User Research
- Market Sizing and finding opportunity
- Business vs Product or both?
- Managing Stakeholders & Teams

Module 2 - Design & Analytics:

Module 2 shifts the focus towards design principles and analytics, integral components of effective Product Management. Students are introduced to user experience (UX) design, interface design, and the importance of leveraging data to make informed product decisions. The module emphasizes the role of design and data in crafting successful products.

- UX Design 101
- Design Principles & Design Thinking
- User Personas
- Design Tools for PMs
- Analytical tools for PMs
- Quantifying product's success
- Data driven decision making
- Key Metrics

Module 3 - Product Roadmap and Technologies:

Module 3 delves into the strategic aspects of Product Management. It covers the development of product roadmaps, a crucial tool for planning a product's future direction. Additionally, students gain insights into

various technologies and their implications for product development. This module aims to bridge the gap between technical and product-related knowledge.

- Prioritization frameworks
- Roadmaps and Backlogs
- PRDs, BRDs, and User stories
- Collaboration with Engineers, Designers & Testers
- Agile & Release Processes
- Technology Basics for PMs APIs
- Hybrid vs Native vs PWA Apps
- Launching MVPs

Module 4 - Acing Product Interviews:

The final module, Module 4, is designed to prepare students for product management job interviews. It offers guidance on interview techniques, case studies, and how to effectively address common challenges encountered in product management interviews. This module equips students with the skills and confidence needed to excel in interviews within the product management domain.

- Resume Template & Resume Building Strategy
- Types of case questions
- Mock Interview
- Building Product Sense & Product Thinking

Live Project: Live Project opportunity is valid for 1 year time period from the workshop date. The students can choose their start date anytime during this 1 year time period. When the student wishes to start the Live project, he/she can intimate ForeVision 2 days in advance by sending an email on manager@forevision.co.in.

Duration: 4 weeks

Prerequisite for Live Project: Completion of the course

Feedback:

On a scale of 1 to 10 students were asked to rate and give comments/feedback of the workshop. The average score was 8.24 and some of the feedbacks written on the review forms say ‘*Interactive sessions with valuable teaching*’, ‘*Session was practical and good*’, ‘*Interactive & the tutor was student friendly*’

