



Technology Product Management™

COURSE DESCRIPTION

Technology Product Management™ (TPM) - This one-day course provides those who are not product management professionals with the knowledge and understanding of the latest trends, methodologies and concepts in technology product management.

Combining both theoretical and practical content and supplemented by real-life case studies, collaborative practice sessions and classroom discussions, this highly interactive and intensive educational program is designed to be extremely beneficial to:

1. Developers and engineers who interface and interact frequently with product managers
2. Technology professionals who are considering a career transition to a role in product management
3. Executives & venture capital portfolio managers who are responsible for commercial success

COURSE SYLLABUS

I. Introduction

- Overview
- Challenges in PM

II. Product Management

- Product Management Domain
- Roles and Goals

III. Organizational Structures

- Corporate Placement
- Technology-driven PM

IV. Product Delivery Strategies

- Delivery Strategies
- Technology Gap

V. Blackblot PMTK

- PMTK Action Model
- PM Team Model
- PMTK Foundation Rules

VI. Product Planning

- Key Documents
- PD Team Model
- Market Requirements

VII. Agile Development

- Agile and PM
- Product Owner
- Agile Implementation Rules

VIII. Product Marketing

- Market Planning
- Marketing Domain
- Value Concept

IX. Product Management Career

- Career Skills
- Career Support

DETAILS

- Course fees: Rs 25,000 per candidate (Service taxes @ 10.3% would be extra)
 - Early Bird Offer till 20th Feb 2012: Rs 22,000 (Service taxes @ 10.3% would be extra)
 - All seminar attendees receive printed handouts
 - All course materials are provided in the English language
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TERMS

- 100% payment through Demand Draft favouring "Confianzys Consulting Pvt Ltd", Bangalore and send the same to Confianzys Consulting Pvt Ltd, Unit 102, 1st Floor, Sunny Vale, 35/1, Meanee Avenue Road, Bangalore – 560042, India Tel: (080) 4084 7500. You can also send your enquires to suresh@confianzys.com for any other training related queries.
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DATE AND VENUE

- Training date: 23rd March 2012
 - Duration: 1 day
 - Time: 9AM – 6PM
 - Venue: The Park Hotels, Bangalore
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ABOUT CONFIANZYS CONSULTING

Founded in 2008, Confianzys Consulting began as a first-of-its-kind consulting entity with a mission to help conceive market-driven breakthrough products and achieve global scale. Confianzys enables businesses in the High-Tech space to be Successful, with the Value Interventions (Market, Product & Innovation) and Next-Practices needed to complement their internal capabilities. For more information, please visit www.confianzys.com

ABOUT BLACKBLOT

Founded in 2000, Blackblot is a provider of product management focused tools, training programs and consulting services. Blackblot helps high-tech companies reach commercial success through effective product management practices. For more information, please visit www.blackblot.com

CONTACT



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