

KEY FEATURES

- 24×7 Support on exercises.
- **Free Demo class**
- Case studies
- 4.7/5 rating
- Industry standard tools
- Two decade of experience
- World class course structure
- Expert mentorship on Product Managemet career
- 100% Placement Support
- Lifelong membership

COURSES OFFERED

DATA ENGINEERING

- Data Analytics
- Machine Learning
- Business Analytics
- Python

SYSTEM ENGINEERING

- IoT
- Hardware Design
- Embedded System
- VLSI Design

PRODUCT ENGINEERING

- Product Design
- Product Management
- Digital Marketing
- Start your Startup

SOFTWARE ENGINEERING

- AI
- Cloud
- Full Stock
- Develops

Location:

Center for Innovation and Entrepreneurship,
IIIT-H Campus,
Gachibowli,
Hyderabad – 500032
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PRODUCT ENGINEERING
**PRODUCT
MANAGEMENT**



ABOUT THE COURSE

Product management is an organisational function within a company dealing with new product development, business justification, planning, verification, forecasting, pricing, product launch, and marketing of a product or products at all stages of the product lifecycle. Popular companies using the product management practices, include Amazon, Walmart and Tesla.

Product Management, program is specifically designed with an objective to provide a sound platform and prepare attendees for a successful career in the field of Product Management. The course content, the advanced lab, 1:5 classroom strength allows special focus on individual performance.

SCHOLARSHIP

1. Scholarship will be provided based on online test and technical interview performance.
2. Candidates with score 80% in Engineering and 90% above in online test will be selected.
3. Candidates with good GATE score can avail additional scholarship. T&C Apply

COURSE CURRILCULUM

1. Introduction to Product Management
2. Customer Needs and Ideas
3. Who is your customer?
4. Evaluating Ideas
5. Planning
6. Developing a Business Case for the product
7. Creating a marketing strategy
8. Market needs
9. Building and Maximizing Product Idea
10. Quality for Product Launch
11. Product Launch
12. Boosting Revenues
13. Retiring a product
14. Top 10 keys skills of a product manager

QUALIFICATION

Aggregate 60% marks or above in a Graduate degree (BE/B.Tech. or M.Sc) in Electronics Engineering & Telecommunication/ Electrical engineering/ Computer Science & Engineering/Instrumentation or Master of Computer Applications (MCA). (Students of 4th year engineering are also eligible).

TRAINERS

Trainer, has decade of experience into Product Management, along with a M.B.A in Information Systems (USA). He attended Stanford University, and worked with top companies including Amazon. He is a founder of Null Innovation at USA. He managed teams, which delivered top world class products.

INTERNSHIP

Product Management internships are designed for final year electronics / electrical engineering students of B.Tech/M.Tech/Phd (INDIA) and M.S/Phd (USA) and it starts with learning of concepts on Customer needs & ideas, evaluating, planning, Product Launch and Boosting Revenues which will be highly required to start an industry standard project. Doing this internship will make you a hands-on Product Management Expert.

