



Maharaja Agrasen Institute Of Technology
Department of Management, MBA
Dossier
On
SIIC,IIT Kanpur A- MDP/Programme in Product
Management



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Event Incharge:-

Dr. Sanjeev Kumar

FORM A

Proposal:

Name Of the Event: SIIC,IIT Kanpur A- MDP/Programme in Product Management

Location : IIT Kanpur Outreach Center, Sector 62, Industrial Area,Noida,Uttar Pradesh

Date : 19th February to 24th February 2024

Time : 9:45 AM to 5:15 PM

Organised By : Department Of Management, MBA, MAIT

Motivational Objective of the visit:

- ◆ Understand the role and importance of product management within an MSME.
- ◆ Identify market needs and opportunities through customer research and data analysis.
- ◆ Develop effective product strategies that align with business goals.
- ◆ Manage the product development process, including prototyping and testing.
- ◆ Launch and market new products successfully.
- ◆ Measure and analyze product performance for continuous improvement.

Form B

Part 1

Aim of the Event:

The program aims to equip participants with the skills and knowledge needed to navigate the product life cycle effectively, from ideation to launch and beyond. Through a blend of theoretical knowledge and practical workshops, participants will learn to align product strategies with business objectives, understand customer needs, and drive product success in competitive markets.

Part 2

Abstract

Day 1: Introduction to Product Management

- ✓ Overview of product management and its role in business success
- ✓ Understanding the product life cycle
- ✓ The importance of market research and customer insights

Day 2: Ideation and Product Strategy

- ✓ Techniques for generating and evaluating product ideas
- ✓ Developing a product vision and strategy
- ✓ Aligning product strategies with business objectives

Day 3: Product Development Process

- ✓ Overview of the agile product development process
- ✓ Prototyping and MVP (Minimum Viable Product) development
- ✓ Incorporating user feedback and iterative design

Day 4: Product Launch and Marketing

- ✓ Planning and executing a successful product launch
- ✓ Marketing strategies for new products
- ✓ Sales channels and distribution strategies for MSMEs

Day 5: Measuring Success and Product Iteration

- ✓ Key performance indicators (KPIs) for product management
- ✓ Analyzing product performance and customer feedback
- ✓ Strategies for product iteration and continuous improvement

Additional Program Features:

Case studies from successful MSMEs

Interactive workshops and group activities

Networking opportunities with industry professionals

Access to online resources and tools for product management

Certification:

Participants who successfully complete the program will receive a Certificate of Completion in Product Management for MSMEs.

Part 3

Conclusion

By the end of the program, participants are expected to have a solid foundation in product management principles, equipped with the tools and strategies necessary to navigate the complexities of launching and growing products in today's dynamic market environments.

Snapshots



