

Meeting No.	Subject	Content	Hours
1.	Introduction to Product Management	<ul style="list-style-type: none"> Product Management – Elements & Principles The Role of the Product Manager Marketing Cycle and Product Management Case Study - Product Manager's Dilemma 	4
2.	Basics of Product Strategy	<ul style="list-style-type: none"> Defining Product Strategy Product Mission Statement Mapping Competitive technologies Case Study – Product Strategy 	4
3.	Basics of Product Definition	<ul style="list-style-type: none"> Goals & Themes Time frame definition Generating technical requirements Case study – Product Definition 	4
4.	Basics of Product Marketing	<ul style="list-style-type: none"> Positioning, Segmentation, VOC Competitive analysis (technical decomposition) Pricing concepts Case Study – Market Segmentation 	4
5.	Basics of Product Achievement	<ul style="list-style-type: none"> Motivation maps Translation of MRD to engineers Product-Life-Cycle steps for Engineers 	4
6.	Business Model	<ul style="list-style-type: none"> Marketing plan Vs. Business plan Project schedule & cost analysis Business plan financial aspects 	4