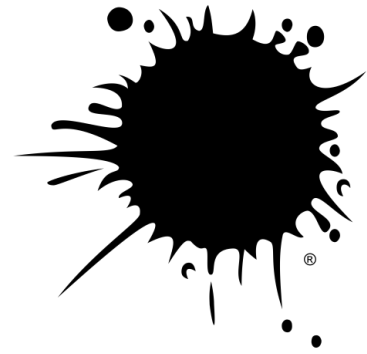


# Blackblot Technology

# Product Management™

# Seminar Syllabus



## Seminar Description

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**Technology Product Management™ (TPM)** - This one-day seminar provides professionals in corporate functions adjacent to product management 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:

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

## Seminar 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