Semester III
Name of the Programme: MBA
Course Code: MGA-600
Title of the course: Product Management
Number of credits: 2
Effective from: 2022-23

Prerequisites for the course:	NIL	
Objective:	To enable participants to devise product strategies and make product-related decisions.	
Content:	**Unit I: Introduction** Product and Market Focused Organisations, Product Levels, Product Classification, Buy grid Analytic Framework, Product Life Cycle Analysis, Product-portfolios, BCG Growth-Share Matrix, Product-Line Strategies and Pricing decisions, Packaging and Labelling Decisions.	5 hours
	Unit II: Product Strategy and Competition Product Strategy and Planning, Product Positioning, Product Differentiation Strategies, Defining the Competitive Set, Category Attractiveness Analysis, Competitor Analysis, Customer Analysis, Product Eliminations.	10 hours
	Unit III: New Product Development Models and Process, New Product Strategy, Idea Generation and Screening, Product Concept Development and Product testing and Commercialization, managing new product growth, and managing the mature product.	15 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Donald R. Lehmann and Russell S. Winer; Product Management; Tata McGraw Hill; 2002 or Latest Edition 2. Majumdar R; Product Management in India; Prentice Hall India; 2007 or Latest Edition 3. Michael Baker and Susan Hart; Product Strategy and Management; FT Publishing International; 2008 or Latest Edition 4. Merle Crawford, Anthony Benedetto; New Products Management; Tata McGraw Hill; 2020 or Latest Edition 5. Paul Trott; Innovation Management and New Product Development; Pearson; 2009 or Latest Edition	
Course Outcomes:	At the end of the course, the participants will be able to: • Analyze and manage products and product lines • Identify product opportunities for developing new products • Create new product development strategies. • Develop a new product independently	