

Parcus Group

PRODUCT DEVELOPMENT, PRODUCT MANAGEMENT & SERVICE CREATION TRAINING COURSE

DETAILED COURSE OUTLINE

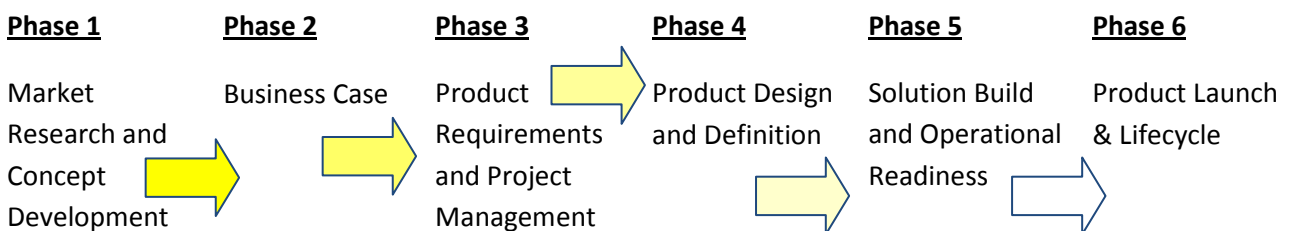
Course Overview

The purpose of this course is to provide education and guidance to a product manager and other product management professionals, with the development of new services and products. Course is structured as an all-encompassing, step-by-step instruction guide and is adaptable to most industries and businesses.

It can also be useful to mature businesses as a point of reference to follow and used to improve the current service development methodology.

Business benefits include improved time to market, development projects cost savings, higher project ROI and increased resources utilisation

Our approach and this course is based on widely adapted product development methodology and is structured around six development phases, summarised in the below diagram.



Course Length

Detailed product development, product management and service creation training course (for novice and experienced product managers).

10 business days of full day learning with specific focus on practical examples and team exercises (Course can be broken up over 2 to 4 separate weeks to suit your development project timeline).

Total classroom contact hours: approximately 80 HOURS

Prerequisites

- Strong grasp of English language
- Experience in product management, marketing or related disciplines

Reference Material

None – all the materials will be provided as part of the course notes.

Equipment

Participants are to bring along a laptop computer.

While not mandatory it is desirable that the following software is available and installed:

- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent
- Microsoft Word or equivalent
- Adobe Acrobat Reader
- Microsoft Project
- Microsoft Visio

Modules Breakdown

1st Week

Module	Description	Duration (hours)
Day 1		
Strategy and planning	Define your strategic objectives, understand your own value position	2
Define your market	Market size, market demand and market share	2
Strategic market assessment	Market attractiveness and competitive advantage	2
Development options	Create or outsource, partner selection criteria, operational models	2
Day 2		
Value creation and product feature selection	Customer needs and key product features identification using Kano method	3
Market segmentation	Needs based market segmentation	1
Competitor analysis	Industry analysis, competitor analysis, competitive advantage	3
Day 3		
Concept development and ideas screening	Idea and concept development, project screening and prioritisation	3
Feasibility study	Feasibility study	1
High level project planning	Project resources, project management	3
Day 4		
Business case	Business case structure and presentation	4
Financial analysis	Detailed project financial analysis, cost factors, revenue factors	4
Day 5		
Product pricing	Value based product pricing	1.5

Cost modelling and forecasting	Cost model development and product forecasting	1.5
Product and business requirements documentation	Business and product requirements documents structure and sample PRD	3
Detailed project management plan	Project integration management, scope management, time management, cost, communications, risk, procurement, quality	2

2nd Week

Module	Description	Duration (hours)
Day 6		
Product and business requirements documentation	Business and product requirements documents structure and sample PRD	4
Detailed project management plan	Project integration management, scope management, time management, cost, communications, risk, procurement, quality	3
Day 7		
Product solution definition and design	Detailed product design incl: product description, marketing plan, product features, commercials, service levels	4
Business process design	Quoting and ordering process, implementation, support, billing	4
Day 8		
Technical solution architecture	Functional model, data model, vendor evaluation, bench testing, ensuring design quality	4
OSS/BSS	Architecture considerations	2
Design tools and tips	PoC, ITIL, solution architecture templates	1
Day 9		
Finalising product build	Product sales and marketing guides, price sheets, collateral, proposals, application forms...	3
Technical solution build	Finals processes, technical guide, OSS/BSS	3
PRT / ORT	Product readiness testing (technical, commercial and operational)	2
Day 10		
Product launch	Launch activities, presentations	2
Product lifecycle	Performance management & reporting	2
Other tools and tips	Leadership and staff choice, portfolio planning, marketing planning and budgeting, communications strategy	1
Team Presentations	Final Team Presentations	3

Activities and Practical Tools

Our Product Management, Product Development and Service Creation Training Course is characterised by a large amount of practical and hands on exercises using over 50 interactive tools and templates.

Following are the key tools we will use for activities and exercises we will aim to cover throughout the course.

Module	Practical Tools Used
Strategy and planning	1. Value Map Tool
Define your market	2. Market Share Index Tool
Strategic market assessment	3. Market Assessment and Market Share Index Tool
Development options	4. Partner Selection Tool
Value creation and product feature selection	5. Kano Method Tool
Market segmentation	6. Marketing ROI Tool
Competitor analysis	7. Industry Analysis Tool 8. SWOT Tool 9. Competitive Advantage Tool
Concept development and ideas screening	10. Idea Presentation Template 11. Product Development Prioritisation Matrix
Feasibility study	12. Feasibility Study Template
High level project planning	High level project plan (interactive)
Business case	13. Business Case Template
Financial analysis	Key cost and revenue factors (interactive)
Product pricing	14. Value Based Pricing Questions 15. Value Based Pricing Tool
Cost modelling and forecasting	16. Business Case Cost Model 17. Product Forecast Model
Product and business requirements documentation	18. PRD Template
Detailed project management plan	19. Project WBS Structure 20. Project Task List 21. Service Creation Project Plan 22. Documentation Check List
Product solution definition and design	23. Product Features Matrix 24. Product Description Template
Business process design	25. Sales Process – Prospecting 26. Sales Process – Opportunity Management 27. Sales Process – Order Management 28. Sample Product Quote 29. Product Order Form 30. Customer Information Forms 31. Operational Process Flows 32. Customer Readiness Checklist 33. Service Completion Report-

Technical solution architecture	34. Service Availability Tool
OSS/BSS	Examples will depend on each business environment
Design tools and tips	Sample Solution Architecture and Technical Design Documents
Finalising product build	35. Product Sales Guide (high level) 36. Product Sales & Marketing Guide (detailed) 37. Product Collateral Example 38. Sample Proposal 39. Other Tools 40. Product Change Forms
Technical solution build	41. Product Technical Guide Template
PRT / ORT	42. ORT Template
Product launch	43. Product Launch Templates
Product lifecycle	44. Product Performance Reports
Other tools and tips	45. Staff Sample Position Description 46. Sample Product Plan 47. Marketing Budget Template 48. Communications Strategy and Plan Template