ISPMA-Based Foundation Program & Certifications

Software Product Management (SPM) excellence is recognized as a key success factor for software organizations – both in industries delivering software as a product, software as a service, and software embedded in other products. The International Software Product Management Association (ISPMA), an international group of independent experts, is offering a curriculum and a certification approach for “Certified Software Product Manager”. Our trainings are based on ISPMA Syllabus.
### SPM Program Overview

**Strategic Management**
- Corporate strategy
- Portfolio management
- Innovation management
- Resource management

**Product Management**
- Positioning and product definition
- Delivery model and service strategy
- Sourcing
- Business case and costing

**Product Planning**
- Product life-cycle management
- Roadmapping
- Release planning
- Product requirements engineering

**Product Development**
- Engineering management
- Project management
- Project requirements engineering
- User experience design

**Product Marketing**
- Marketing management
- Customer analysis
- Opportunity management
- Marketing mix optimization

**Sales and Distribution**
- Sales planning
- Channel preparation
- Customer relationship management

**Service and Support**
- Service planning and preparation
- Service provisioning
- Technical support

**Program Structure**

<table>
<thead>
<tr>
<th>Module</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>Introduction &amp; Foundations</td>
<td>2 hrs</td>
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<tr>
<td>Product Strategy</td>
<td>8 hrs</td>
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<td>Product Planning</td>
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<tr>
<td>Strategic Management</td>
<td>2 hrs</td>
</tr>
<tr>
<td>Orchestration</td>
<td>4 hrs</td>
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</tbody>
</table>

**Program Duration & Material:**

- 3-4 days (Online) with 24 hrs of instruction with assignments
- Study material and presentations
- Certification can be taken as an add-on with independent certifying agency ISQI

**Who should attend?**

The foundation training is intended for SPMs with up to 5 years of experience, and people with an interest in SPM and at least three years of experience in software, not necessarily in SPM.

**Why ISPMA based trainings?**

ISPMA courses are comprehensive designed & developed by practitioners & experts in the product industry across globe. The program covers wider aspects of product management as well as provider deeper insights in critical areas. Personalised and customised trainings are offered to suit individuals/corporates requirement.

**Program Structure:** ISPMA SPM Foundation Program comprises of following 5 modules:

1. Introduction & Foundations (2 hrs)
2. Product Strategy (8 hrs)
3. Product Planning (8 hrs)
4. Strategic management (2 hrs)
5. Orchestration (4 hrs)

**Cost of Program:** €1000+ taxes Per participant (Spl. India Pricing)

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**About Faculty**

Haragopal Mangipudi (Hara) is the Global board member of ISPMA, Chairman of ISPMA India Chapter, Founder guNaka Consulting, He teaches product management at IIMB, IIITB, IIT Palakad. During his 20+ year product leadership, he was instrumental in building a world class "Made in India" software and set the path towards "India as a product nation". He is currently coaching, mentoring & training young product leaders, executives and managers, helping them build great product companies.

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**About ISPMA**

The International Software Product Management Association (ISPMA) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation and Excellence training modules and corresponding certification. For more information

For more details on syllabus & certifications: www.ispma.org.
Detailed Program Structure

DURATION: 3-4 DAYS (ONLINE), 24 HOURS OF INSTRUCTION

1EU 1 Introduction and Foundations
   1.1 Software Product Management Essentials
   1.2 Software Product Management Framework

EU 2 Product Strategy
   2.1 Product Strategy Essentials
   2.2 Positioning & product definition
   2.3 Delivery Model & Service Strategy
   2.4 Sourcing
   2.5 Pricing
   2.6 Financial Management
   2.7 Ecosystem Management
   2.8 Legal & IPR Management
   2.9 Performance & risk management

EU 3 Product Planning
   3.1 Product planning approaches
   3.2 Customer insight
   3.3 Product Requirement Engineering
   3.4 Release Planning
   3.5 Roadmapping
   3.6 Product Life Cycle Management

EU 4 Strategic Management
   4.1 Strategic Management Essentials
   4.2 Corporate Strategy
   4.3 Portfolio Management
   4.4 Innovation Management
   4.5 Resource Management
   4.6 Compliance Management
   4.7 Marketing analysis
   4.8 Product Analysis

EU 5 Orchestration of the Organization’s Functional Areas
   5.1 Development
   5.2 Marketing
   5.3 Sales and Fulfilment
   5.4 Delivery Service and Support
   5.5 The role of the product manager as orchestrator

What You Gain?

✓ 360° Understanding of Product management that helps you build a confident product management career

✓ Curriculum & content curated by global product leaders & experts

✓ Globally recognised certification (*On successful clearance of the exam)

✓ Peer to peer learning opportunity

✓ Interactive live session with hands on assignments

✓ Personalised/customised training with mentoring/coaching from a product industry veteran

✓ Access to ISPMA product community for continual learning

JOIN THE VIBRANT PRODUCT MANAGEMENT COMMUNITY

CONTACT US

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