

Live Sessions Schedule till 28th Jan, 2024

S.No	Module	Sessions	Date	Timings	Faculty
1	Introduction	2			
	o Building an innovation culture		06-Jan-24	1 session (4 PM to 5:15 PM)	Prof. Deepika Gupta
	o Course overview		07-Jan-24	1- session (9 AM to 10:15 AM)	Prof. Deepika Gupta
2	Product Mindset for the Digital Age	4			
	o New product development - stages & strategies		13-Jan-24	1 session (4:45 PM to 6:00 PM)	Prof. Deepika Gupta
	o Managing competition		14-Jan-24	1 session (5:15 PM to 6:30 PM)	Prof. Deepika Gupta
	o Stakeholder management				
	o Organizational Mindset for digital transformation - CCDIV		21-Jan-24	9:30 AM to 12:15 PM	Prof. Neena Pandey
	o Digital product innovations - enterprise and consumer products		21-Jan-24	9:30 AM to 12:15 PM	Prof. Neena Pandey
3	The product management organization	2			
	o The Product Lifecycle		28-Jan-24	9:30 AM to 12:15 PM	Prof. Bhavya Peapully Shroff
	o Product management role(s) and responsibilities				
	o Managing new vs existing products				