

Date & Time	Day	Profs Name	Topic	Sub-topics	Assignment/Mode
23rd Aug,20	Sunday	Mr. Ashwini	Technical Demo and Intro Tech	Technical Demo and Intro Tech	NA
30th Aug,20	Sunday	Director Sir, Dr. Biranchi & Dr Subhajit	Inauguration	Introduction to the course	NA
5th Sep,20	Quiz	Quiz	check candidates	To check candidates' level	To check candidates' level
6th Sep, 20	Sunday	Dr Subhajit	An overview to product and brand management		
13th Sep,20	Sunday	Dr. Biranchi	Introduction	Basic frameworks	
19th Sep,20	Quiz				Based on 6th & 13th Session
20th Sep,20	Sunday	Dr Subhajit	Competitor Analysis		
26th Sep,20	4th Saturday	UpTop Sponsored Session	Project Handover	CEO of SGA & VIS	Live Project
27th Sep,20	Sunday	Dr. Biranchi	Environmental analysis and competition	PESTEL Analysis	
3rd Oct,20	Quiz	Quiz			Based on 20th, 27th session
4th Oct,20	Sunday	Dr Subhajit	Business Model Canvas-BCG, Ansoff matrix, Michael Porter		
10th Oct,20	2nd Saturday	Industry Experts	Mr. Pankaj Mittal	Investors & CEO Block chain expert	
11th Oct,20	Sunday	Dr. Biranchi	Role of Qualitative & Quantitative Research Methods-1	Interviews and surveys	
17th Oct,20	Quiz	Quiz			Based on 4th, 10th & 11th Session
18th Oct,20	Sunday	Dr Subhajit	Product Manager role, product marketing concept and category management		
24th Oct,20	4th Saturday	Dr. Biranchi	Role of Qualitative & Quantitative Research Methods-2	Types, FGDs, CRG	
31st Oct,20	Assessment	Assessment	Assessment	Assessment	Assessment
1st Nov,20	Sunday	Dr Subhajit	New Product Development Strategy, Product Testing,		
7th Nov,20	1st Saturday	upTop Sponsored HR Head	career progression	career progression	career progression
8th Nov,20	Sunday	Dr. Biranchi	Disruption and Innovation, (including service innovations in e-commerce)	Service innovations and service industries	
21st Nov,20	Quiz				Based on 18th, 24th, 1st Session
22nd Nov,20	Sunday	Dr Subhajit	Managing Product Life Cycle/during crisis and Segmentation & Product differentiation strategies		

28th Nov,20	4th Saturday	UpTop Sponsored Session			
29th Nov,20	Sunday	Dr. Biranchi	New Product and Pricing,	How they are related? Product portfolio and product mix	
6th Dec,20	Sunday	Dr Subhajit	Brand management & brand leadership ideas. Consumer brand knowledge and managing brand portfolios. To brand or not to brand?		
12th Dec,20	Assessment	Assessment	Assessment	Assessment	Assessment
13th Dec,20	Sunday	Dr. Biranchi	Building B2B and B2C scenario	Buyer behavior	
20th Dec,20	Sunday	Dr Subhajit	Brand positioning and positioning map Brand building strategies for long term success Managing product and brand in the digital era		
26th dec,20	Assessment	Assessment	Assessment	Assessment	Assessment
27th Dec,20	Sunday	Dr. Biranchi	Pricing Methods	3C's	
2nd Jan,21	Saturday	Campus Visit	Campus Visit	Campus Visit	Campus Visit
3rd Jan,21	Sunday	Campus Visit	Campus Visit	Campus Visit	Campus Visit