

INDIAN INSTITUTE OF TECHNOLOGY KANPUR
INDUSTRIAL AND MANAGEMENT ENGINEERING DEPARTMENT
FIRST COURSE HANDOUT : MBA 732A , PRODUCT STRATEGY & MANAGEMENT

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Syllabus

1. Nature of Products-Theory and Practice
2. Products - Brands – Competitive Advantages
3. Buyer Behaviour
4. Opportunity Identification
5. Case study
6. Customer Value Proposition Exercise
7. Product Life Cycle and Chasm
8. New Product Strategy and Idea Management
9. Idea Actualization
10. Case Study
11. Exercise : Big Idea Sketch Pad
12. Voice of Customer & Shaping New Products
13. Product Management in Large Organizations –Managing Growth options
14. Case Studies

Evaluation Components:

Case Studies and Assignments (20 %), Quizzes (20 %) Mid-Term Test (20 %) End Semester Examination (40 %)

Text Book & References

1. Product Strategy & Management (2009), Baker & Hart, Pearson India
2. Innovation Management & New Product Development (2012), Trott, Pearson India