

PRODUCT MANAGEMENT FOR ENGINEERS



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INTRODUCTION

This course is aimed to equip working professionals with the required knowledge on product management. It will cover the fundamental components of product management cycle like the Product Strategy, Product Planning, and Product Marketing.

TARGET AUDIENCE

- Product/Project Manager
- Product Design Engineer
- Manufacturing Engineer
- Process/Equipment Engineer
- Procurement & Supply Chain
- Finance

TRAINING OUTLINE

1. What is Product Management?

- Definition
- **Do's & Don'ts**

2. Concept of Product Management Troika

- Portfolio & Product Strategy
- Product Planning & Development
- Product Marketing & Operations

3. Portfolio & Product Strategy

- Portfolio Positioning
- Portfolio Breadth

4. Product Planning & Development

- Product conceptualization
- Building the business case
- Justifying for resources
- Balancing between Idealism vs pragmatism
- Turn ideas into Execution - productization

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9. Product Marketing & Operations

- How to market the fullest potential of Product
- Ensuring a successful product launch
- Product life cycle Management

10. What ensures a successful product?

- Product Innovation
- Product Planning
- Product Marketing

11. How does Engineers contribute to Product success?

- Understand the Product Purpose
- Flawless Execution

TRAINING DATE & VENUE

16 November 2017 @ PSDC

COURSE FEE

RM901/participants (inclusive of 6% GST). Course fees are HRDF claimable.

TRAINER'S PROFILE

Lam Sau Ping has 25 years of experience in Product Management. Worked in Multi-National Companies like AT&T, Hewlett Packard and Motorola Solutions, Sau Ping has engaged on every aspects of Product Life Cycle including Product conceptualization, product planning to product marketing. Sau Ping has developed products that won Design Awards like iF Award, Red Dot Award, Japan Most Popular Award etc. Currently holding a Global Product Management Lead role in Motorola Solutions Singapore, Sau Ping has been active in knowledge sharing within the Industry. Sau Ping has presented in several TETRA World Congress, TETRA MOU Seminar in Korea and the recent Critical Communications World 2017 (CCW) in Hong Kong. In his current capacity, Sau Ping has worked with customers world-wide and has the insight of different users behavior and patterns across the globe.

ADMINISTRATIVE DETAILS

Cancellation Policy:

The PSDC reserves the right to cancel or postpone the program but with due notice to the participating company. For any cancellation or postponement of training by the participating company, a written notification by email must be sent to the PSDC. Cancellation/postponement charges are calculated based on the following:

<i>Receipt of Cancellation/Postponement Notification</i>	<i>Charges/Penalty</i>
<i>Seven (7) working days prior to the commencement of training</i>	<i>Nil</i>
<i>Less than seven (7) working days prior to the commencement of training</i>	<i>50% of package fee</i>
<i>On the day of the training</i>	<i>Full package fee</i>

Online Registration:

To register, log on to <http://www.psd.org.my> or contact our sales personnel below.

Enquiries:

For further information, please contact: Elly Leong (ext 523/ellyleong@psdc.org.my)
Yuki Lee (ext 517/yukilee@psdc.org.my)



To find out more, call our **Corporate Training Team** ext 523/577/514/517/596 or email to corptraining@psdc.org.my

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