
COURSE DESCRIPTION

CHV025 – Product Management

Course goal

The course wants to ensure a strong one-ABB approach to Product Management, with a common Product Management culture and language, i.e. to clarify and further develop a market-driven Product Management.

Furthermore, the course is intended to define the role of the Product Manager that is instrumental to sustainable profitability of ABB's offering, to develop individual competencies within Product Management and to enhance personal network and sharing of best practices.

With the completion of the course, you will receive 4 ECTS points on the education programs of the Marketing Management Institute of ZHAW.

Main learning objectives

Upon completion of the course, participants will be able to

- understand and promote the role of Product Management within the organization
- agree and fully adhere to the Product Managers' responsibilities, including their responsibilities for ABB solutions, such as products, systems and services
- develop and implement consistent, high-quality strategic product plans, covering the whole life cycle of solutions
- offer leadership in key areas of Sales and Marketing, new product development, Operations, Supply Chain Management and Finance
- ensure sustainable profitability of the offering in line with the overall company objectives and strategy
- ensure a successful relationship between Product Managers and colleagues in other functional areas so as to optimize the effectiveness of teams working cross-functionally on a range of different products and services.

Participant profile

Participants will be actual or potential product managers from within the ABB organization, as well as a limited number of other ABB employees who are in close contact with Product Management, e.g. Development, Sales, Marketing.

Prerequisites

A function according to "Participants". As a preparation work, it is recommended that the participants attend the Product Management e-learning program:

[V361E - PM introduction to product management](#)

[V362E - PM know the market situation](#)

[V363E - PM monitor existing portfolio](#)

[V364E - PM manage portfolio](#)

[V365E - PM clarify customer value](#)

[V366E - PM plan new product portfolio](#)

[V367E - PM offering to market](#)

[V368E - PM governance](#)

Topics

- Know the market situation
Market & customers, market analysis and marketing research, market segmentation & valuation, competitors and trends. Customer behaviour
- Monitor portfolio situation
Product life cycle, product profitability and performance controlling, financial and non-financial indicators
- Manage existing portfolio
Product lifecycle management, optimize revenue & profit, quality & cost in the value chain
- Clarify customer value
Targeting and positioning, creating and capturing value, value proposition
- Plan new portfolio
Generating ideas, identifying customer needs and translating them into product concepts, screening and evaluating ideas, developing and testing products, designing value added services around the product

Course type

This is a face-to-face class room training with min. 8 and max. 16 participants.

Learning methods and tools

Lectures, workshops, discussions, case studies, and applications which highlight the Product Managers tools and techniques and ensure their use in the development of ABB product marketing plans.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

4.5 days