



ISPMA-Based Foundation Program & Certifications

Software Product Management (SPM) excellence is recognized as a key success factor for software organizations – both in industries delivering software as a product, software as a service, and software embedded in other products. The International Software Product Management Association (ISPMA), an international group of independent experts, is offering a curriculum and a certification approach for “Certified Software Product Manager”. Our trainings are based on ISPMA Syllabus.



SOFTWARE PRODUCT MANAGEMENT



PARTICIPATION CORE SPM			ORCHESTRATION			
STRATEGIC MANAGEMENT	PRODUCT STRATEGY	PRODUCT PLANNING	PRODUCT DEVELOPMENT	PRODUCT MARKETING	SALES AND DISTRIBUTION	SERVICE AND SUPPORT
Corporate strategy	Positioning and product definition	Product life-cycle management	Engineering management	Marketing planning	Sales planning	Service planning and preparation
Portfolio management	Delivery model and service strategy	Roadmapping	Project management	Customer analysis	Channel preparation	Service provisioning
Innovation management	Sourcing	Release planning	Project requirements engineering	Opportunity management	Customer relationship management	Technical support
Resource management	Business case and costing	Product requirements engineering	User experience design	Marketing mix optimization	Operational sales	Marketing support



About Faculty

Haragopal Mangipudi (Hara) is the Global board member of ISPMA, Chairman of ISPMA India Chapter, Founder guNaka Consulting, He teaches product management at IIMB, IIITB, IIT Palakad. During his 20+ year product leadership, he was instrumental in building a world class "Made in India" software and set the path towards "India as a product nation". He is currently coaching, mentoring & training young product leaders, executives and managers, helping them build great product companies.



Who should attend?

The foundation training is intended for SPMs with up to 5 years of experience, and people with an interest in SPM and at least three years of experience in software, not necessarily in SPM.

Why ISPMA based trainings?

ISPMA courses are comprehensive designed & developed by practitioners & experts in the product industry across globe. The program covers wider aspects of product management as well as provider deeper insights in critical areas. Personalised and customised trainings are offered to suit individuals/corporates requirement.

Program Structure: ISPMA SPM Foundation Program comprises of following 5 modules (Detailed Structure in Annexure 1):

- 1.Introduction & Foundations (2 hrs)
- 2.Product Strategy (8 hrs)
- 3.Product Planning (8 hrs)
- 4.Strategic management (2 hrs)
- 5.Orchestration (4 hrs)

Program Duration & Material:

3-4 days (Online) with 24 hrs of instruction with assignments
Study material and presentations

Certification can be taken as a add-on with independent certifying agency iSQL

More details on: [SPM Foundation Certification](#)

Cost of Program:€1000+ taxes Per participant
(Spl. India Pricing)

Participants Speak:

“ SPM is very well structured program which touches upon the different frameworks available to define, and deliver economically viable products. Overall a recommended course for anybody who wants to build a product mindset.
Sr Product Manager, SAP ”

“ “The SPM program provided me with an exhaustive and structured approach towards navigating a software product in both a fast-paced competitive environment and a complex corporation. Moreover, the course's content was pragmatic in the sense that linked the theoretical learnings with real-life cases. On top of that, I personally appreciated the teacher's pedagogical posture.
- Consultant at Bain & Company, Brussels ”

“ Software Product Management training from THE BEST, thank you very much Haragopal Mangipudi - Product Manager, Ellucian ”

“ SPM Foundation course was an eye opener on certain key concepts like Product Manager (PM) as a Problem Definer Vs Problem Solver. The course helped us in developing Product Manager mindset, have a different outlook at data we have been looking at all the time. Course delivery by Hara is too good, great questions by the team and clear explanation by Hara helped everyone have new perspectives. The tools that Hara shared and trained us on is very good and valuable and can be directly applied in our work - Anitha, HCL Technologies ”

Video Testimonials: [Rajeev Banerji, Business Consultant Singapore](#)
[Venkatraman Sriraman, Founder & CEO, E-vidyaloka](#)

Abridged list of Corporate Clients:



About ISPMA



The International Software Product Management Association (ISPMA) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation and Excellence training modules and corresponding certification. For more information

For more details on syllabus & certifications: www.ispma.org.

Detailed Program Structure

DURATION: 3-4 DAYS (ONLINE), 24 HOURS OF INSTRUCTION

1EU 1 Introduction and Foundations

- 1.1 Software Product Management Essentials
- 1.2 Software Product Management Framework

EU 2 Product Strategy

- 2.1 Product Strategy Essentials
- 2.2 Positioning & product definition
- 2.3 Delivery Model & Service Strategy
- 2.4 Sourcing
- 2.5 Pricing
- 2.6 Financial Management
- 2.7 Ecosystem Management
- 2.8 Legal & IPR Management
- 2.9 Performance & risk management

EU 3 Product Planning

- 3.1 Product planning approaches
- 3.2 Customer insight
- 3.3 Product Requirement Engineering
- 3.4 Release Planning
- 3.5 Roadmapping
- 3.6 Product Life Cycle Management

EU 4 Strategic Management

- 4.1 Strategic Management Essentials
- 4.2 Corporate Strategy
- 4.3 Portfolio Management
- 4.4 Innovation Management
- 4.5 Resource Management
- 4.6 Compliance Management
- 4.7 Marketing analysis
- 4.8 Product Analysis

EU 5 Orchestration of the Organization's Functional Areas

- 5.1 Development
- 5.2 Marketing
- 5.3 Sales and Fulfilment
- 5.4 Delivery Service and Support
- 5.5 The role of the product manager as orchestrator

On Successful Completion of Training



On Successful Clearance of exam



Certification can be taken as a add-on with independent certifying agency iSQI
More details on: [SPM Foundation Certification](#)

What You Gain?

- ✓ **360°** Understanding of Product management that helps you build a confident product management career
- ✓ Curriculum & content curated by global product leaders & experts
- ✓ Globally recognised certification (*On successful clearance of the exam)
- ✓ Peer to peer learning opportunity
- ✓ Interactive live session with hands on assignments
- ✓ Personalised/customised training with mentoring/coaching from a product industry veteran
- ✓ Access to ISPMA product community for continual learning

**JOIN THE VIBRANT
PRODUCT
MANAGEMENT
COMMUNITY**

CONTACT US

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