

Name of the workshop : Learning Marketing Skills: Product Management

Objective : 1) To understand the skilling needs and domain specific industry trends.  
2) To make students imbibe the critical, soft and domain specific skills  
3) To build capacity for market relevant skills and diverse market requirements.

Name of the resource person: Mr. Puneet Jashnani

Number of the participants : 127





PlacementSIIB Pune <placements@siib.ac.in>

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**Accepted: Webinar - Product Management - Mr. Puneet Jashnani @ Tue Nov 17, 2020 11:30am - 1pm (IST) (PlacementSIIB Pune)**

1 message

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puneet.jashnani@gmail.com <puneet.jashnani@gmail.com>

Sun, Nov 8, 2020 at 4:13 AM

Reply-To: puneet.jashnani@gmail.com

To: PlacementSIIB Pune <placements@siib.ac.in>

**puneet.jashnani@gmail.com** has accepted this invitation.

**Webinar - Product Management - Mr. Puneet Jashnani**

When Tue Nov 17, 2020 11:30am – 1pm India Standard Time - Kolkata

Where Ind ([map](#))

Calendar PlacementSIIB Pune

Who

- PlacementSIIB Pune - organizer
- [puneet.jashnani@gmail.com](mailto:puneet.jashnani@gmail.com)

Webinar for the batch of 2019-21 at SIIB on Product Management.

Invitation from [Google Calendar](#)

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Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regard

 **invite.ics**  
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**Guest Lecture Title:** Product Management

**Date:** 17<sup>th</sup> November 2020

**Duration:** 1.5 hour

**Speaker's Name & Designation:** Mr. Puneet Jashnani – Strategy Manager

**Organization:** AT&T

**HOD/Concerned Faculty Head:** Student Relations / Ms. Anuja Zanzad

**Batch:** IB Students Batch 2019-21

**No. of students present:** 140+

### **Synopsis:**

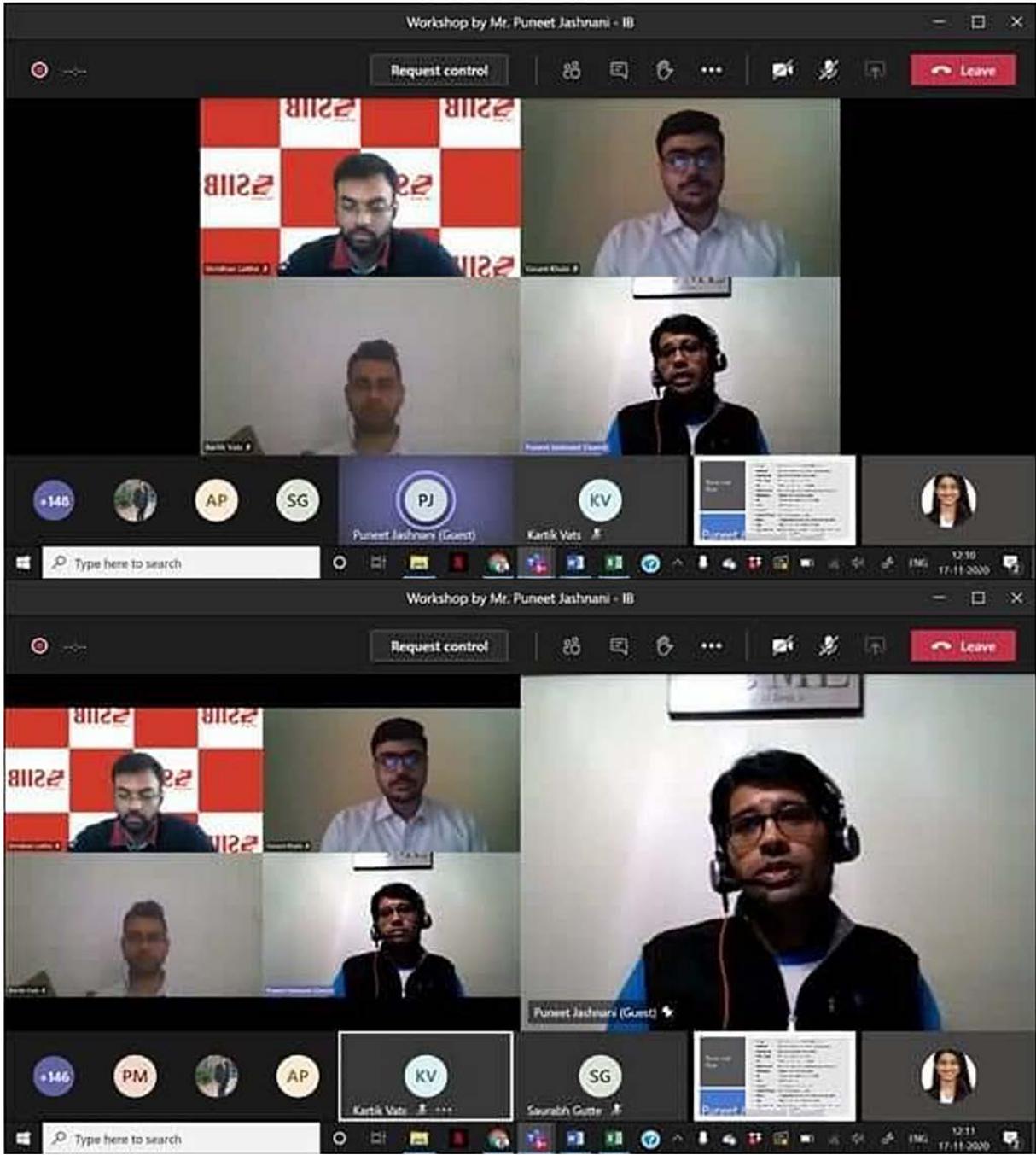
The deck opened with an analogy with the superhero, Superman, where the idea was to communicate that the customer should remain the focal point while designing and implementing a product. The presentation moved ahead with the authorities and responsibilities that come with being a Product Manager. Mr. Puneet also talked about the ways that you can make your graduation degree relevant across industries for being selected for the role of a product manager.

He moved on to explain that product management is not a separate function and is integrated with other areas such as finance, marketing and technology. He also explained that the business problems must be aligned with what they want to create for the customers while giving the example of Steve Jobs. He also talked about how the role of a product manager begins with the ideation of a product to its actual implementation and then re-evaluation of deficiencies and how they must be improved.

Mr. Puneet also talked about the qualities that a product manager must possess which included, but not limited to, business acumen, soft skills, technical skills and being customer and market oriented. He also talked about the KPIs that come along with being in the role of a product manager and how they influence the success of the manager.

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Online Workshop on Product Management conducted on 17th November 2020 by Mr. Puneet Jashnani

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Outcomes of the workshop -

The aim of the workshop was to empower students with right knowledge, aptitude and applied skills.

The students understood the new industry trends and skilling needs in the sector.

The interactive session with the instructor were instrumental in inculcating various skills of the domain.

