

CAS Product Management: Customer- and values-oriented Strategy – Practice - Leadership



The product manager is like a Swiss Army Knife, someone prepared for all contingencies. In this Certificate of Advanced Studies, we will de-mystify this complicated profession through well-established knowledge, relevant practical exercises and reflection. We will be visiting companies that demonstrate excellent customer orientation through inspiring, values-oriented leadership. In the end, you'll have a diverse toolbox for your everyday challenges and a transformed idea of how product management serves people and the planet.

When all is said and done, you'll leave with a critical eye toward methods that are pure buzzwords and appreciation for methods which really work. The goal is to support you in being more confident in your product management tasks and also in your leadership by defining your values... and working from them.

Ziele

- Have knowledge and skills in PM and be able to use these meaningfully in your everyday challenges
- Orient yourself by using a holistic strategic and operative toolbox of methods, frameworks and knowledge
- Know the traps of translating customer insights into product/service decisions
- Understand how to engender a cooperative and kind informal authority through our discussions on values-oriented management/business
- Be able to initiate, plan and present a business case to management and implement it successfully

Inhalt	<p>Product management topics covered in this course:</p> <ul style="list-style-type: none"> • Introduction to Marketing • Product Ideation • Product Development • Everyday Product Management • Marketing Controlling und Portfolio Management <p>Topics covered focusing on customers:</p> <ul style="list-style-type: none"> • Understanding customers (Customer Insights) • Value Proposition Canvas • Jobs-to-be-Done • Customer Journey <p>Leadership & Values Themes:</p> <ul style="list-style-type: none"> • The individual and values • Teams and values • Firm values • Values-focused product and service development
Aufbau	Company visits and possibly a two-day excursion to companies in Lindau, D. (Depends on participant number)
Zielpublikum	The CAS Product Management: Customer- and values-oriented is ideal for people who have at least three years of career experience and his/her first experiences with product management as a PM or a product owner in B2B oder B2C.
Abschluss	CAS Certificate of Advanced Studies FHNW, 15 ECTS points
Daten	7 March 2022
Ort	Fachhochschule Nordwestschweiz Hochschule für Wirtschaft Riggerbachstrasse 16 4600 Olten
Kosten	CHF 8'200 Excludes travel to companies and 2-day visit to Lindau, Germany. Included one cocktail evening and dinner in Lindau, Germany.
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