

PRACTICAL TRAINING IN SOFTWARE PRODUCT MANAGEMENT



Organized by:

Cognitive Links

CONNECTING SPECTRUM OF IDEAS

Certified Professional Training in Software Product Management

22nd & 23rd Nov 2023 - Bangsar South, Kuala Lumpur

Fully 100% claimable course under
HRDC Levy

*T&C Applied



Certification provided by

Strategic Educational Partner



**SEGi
COLLEGE**
SUBANG JAYA

SOFTWARE PRODUCT MANAGEMENT



SCAN TO CHAT



www.cognitive-links.com

What is

SOFTWARE

PRODUCT

MANAGEMENT

Discover the keys to success in our Product Management Course. Uncover the secrets of strategic planning, navigate complex leadership challenges, and refine your execution and communication. With practical insights for acing interviews and building a powerful personal brand, this course empowers you to excel in the dynamic realm of product management. Elevate your career and unlock your potential with our comprehensive and hands-on program.

About this course:

Software Product Management is the strategic orchestration of creating, developing, and optimising software products. It involves understanding market needs, defining product vision, and translating customer insights into actionable plans. Product managers oversee the entire lifecycle, from ideation to execution, working closely with cross-functional teams. They ensure that software products align with business objectives, meet user demands, and deliver value. It's about crafting solutions that resonate in the market, empower users, and drive business growth.



Why you should attend this course

Enrolling in our course offers a unique opportunity to dive into the dynamic world of Software Product Management with confidence and competence. Whether you're aspiring to become a product manager or aiming to enhance your existing skills, our course provides a comprehensive roadmap to success.

By joining, you'll gain a deep understanding of the strategies and techniques required to transform software ideas into thriving products. Our hands-on approach allows you to master crucial concepts, from market research and user-centred design to effective communication and leadership principles. You'll learn from industry experts, gaining insights that will empower you to navigate challenges and capitalise on opportunities.

Join us to unlock your potential, stand out in the competitive market, and embark on a journey towards becoming a skilled and successful Software Product Manager.

Who should attend this course

This course is tailored for professionals currently employed, aiming for career advancement in roles such as Product Manager, Senior Consultant, or positions related to the development of exceptional software products.



Prerequisites:

Participants must have desktops/ laptops with proper installations of MS Excel, Word, PowerPoint according to the level of the workshop and good internet connection.

Note: Any additional software installation instructions would be sent before the training program.

Why it is important to join Software Product Management and learn from Industry experts

01 Strategic Vision:
Software PM involves defining the strategic direction of a product, considering market trends, user needs, and business goals. Learning software PM enables you to develop a clear product vision and align your efforts with the organization's overall strategy.

02 User-Centric Design:
Successful software products prioritize user needs and experiences. By learning software PM, you'll acquire skills to gather user feedback, conduct user research, and create products that address real user pain points.

03 Requirements Management:
Understanding and managing product requirements is essential for delivering the right solutions. Learning software PM helps you gather, prioritize, and communicate requirements to development teams, ensuring the product meets user expectations.

04 Roadmap Planning:
Creating a product roadmap involves prioritizing features and releases to achieve strategic goals. Learning software PM enables you to develop well-defined roadmaps that guide the product's evolution over time.

05 Risk Management:
Identifying and mitigating risks is crucial for product success. Learning software PM teaches you to anticipate potential issues, assess risks, and develop contingency plans to navigate challenges effectively.

06 Roadmap Planning:
Creating a product roadmap involves prioritizing features and releases to achieve strategic goals. Learning software PM enables you to develop well-defined roadmaps that guide the product's evolution over time.

07 Agile Methodologies:
Many software projects follow agile methodologies for iterative development. Learning software PM provides you with an understanding of agile principles, enabling you to manage projects efficiently and adapt to changing requirements.

08 Cross-Functional:
Software PM requires collaboration with various teams, including engineering, design, marketing, and sales. Learning software PM enhances your communication skills, allowing you to work effectively with cross-functional teams and bridge the gap between technical and non-technical stakeholders.

Trainer's Profile:

Makrand's extensive career has traversed the realms of both technology and business, resulting in a wealth of hands-on expertise as a Business Analyst and Product Owner. His journey has been fueled by a comprehensive range of experiences, serving as a driving force behind his professional growth. This diverse foundation equips him with a unique vantage point that significantly enriches his coaching, offering invaluable insights.



His involvement extends to the banking and technology sectors, actively contributing to Singapore's professional landscape since 2006. He has collaborated with esteemed global banks, undertaking prominent roles such as Director at Bank of Singapore, Product Owner at Standard Chartered Bank and BNP Paribas Bank, and Senior Business Analyst at Credit Suisse.

Over a span of more than two decades, Makrand's dedication has led to the attainment of various certifications. His accolades include designations like Certified Scrum Product Owner, Certified Product Management, Certified Business Analytics Professional, Certified Use Case Modelling, and Certified Managing Difficult Discussions. Additionally, he holds the esteemed title of Certified Salesforce Professional.

Makrand's coaching approach stands out due to his profound insights into the industry and hands-on experience. With a resolute focus on enhancing skills and adopting industry best practices, Makrand empowers aspiring professionals to thrive within their respective domains.

His academic journey includes graduating with Distinction in Computer Applications from the Institute of Technology & Management.

This is a Professional certification program and you will receive your certificate of completion from:



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Day One: 22nd Nov 2023

Time	Key Learning Points	Engagement
08:00 am – 09:00 am	Registration and Welcome	Lecture Dialogue
09:00 am – 10:30 am	Understanding Product Management <ul style="list-style-type: none"> Defining the role and responsibilities of a product manager Overview of the product management lifecycle Importance of aligning products with customer needs and business goals 	Lecture Dialogue
	From Ideation to Execution <ul style="list-style-type: none"> Introduction to the End-to-End Product Journey Understanding the holistic product development process Importance of aligning business goals with customer needs 	
	Activity: Group discussion	Group Activity
10:30 am – 10:45 am - Morning Coffee Break		
10:45 am – 01:00 pm	Agile Planning for Efficient Product Development <ul style="list-style-type: none"> Introduction to Agile methodologies and their benefits Sprint planning, release schedules Integrating Agile practices to enhance collaboration and adaptability 	Lecture Dialogue
	Activity: Group discussion	Group Activity
	01:00 pm – 02:00 pm - Lunch	
02:00 pm – 03:30 pm	Digital Transformation <ul style="list-style-type: none"> Embracing digital transformation for competitive advantage Adapting to technological advancements and market trends Strategies to remain innovative and relevant in the digital age 	Lecture Dialogue
	Activity: Group discussion	Group Activity, Quiz
	03:30 pm – 03:45 pm – Afternoon Tea Break	
03:45 pm – 05:15 pm	Crafting a Comprehensive Product Requirement Document <ul style="list-style-type: none"> Elements of a well-structured product requirement document (PRD) Translating customer needs into clear requirements Ensuring alignment among stakeholders through effective documentation 	Lecture Dialogue
	Activity: Group discussion	Group Activity
	05:15 pm – 05:30 pm	
05:15 pm – 05:30 pm	Recap and Q&A	

Day Two: 23rd Nov 2023

Time	Key Learning Points	Engagement
09:00 am – 10:30 am	Recap of Day 1	Lecture Dialogue
	Building a Strategic Product Roadmap <ul style="list-style-type: none"> • Developing a product roadmap that aligns with the company's vision • Prioritisation techniques for feature implementation • Balancing short-term and long-term goals in the roadmap 	
	Activity: Group discussion	Group activity, Quiz
10:30 am – 10:45 am - Morning Coffee Break		
10:45 am – 01:00 pm	Creating a Minimum Viable Product (MVP) <ul style="list-style-type: none"> • Defining what constitutes an MVP • Benefits of launching an MVP and gathering early feedback • Gathering and Incorporating User Feedback • Establishing channels for receiving user feedback • Strategies for analysing and prioritising user feedback 	Lecture Dialogue Discussion
	Activity: Group discussion	Group Activity
01:00 pm – 02:00 pm – Lunch		
02:00 pm – 03:30 pm	Defining Product success criteria <ul style="list-style-type: none"> • Identifying key performance indicators (KPIs) • Leveraging data for informed decision-making • Monitoring and measuring product success through analytics 	Lecture Dialogue Discussion
	Activity: Group discussion	Group Activity, Quiz
03:30 pm – 03:45 pm – Afternoon Tea Break		
03:45 pm – 04:45 pm	The "Win or Learn" Mindset <ul style="list-style-type: none"> • Embracing a culture of experimentation and learning • Turning failures into opportunities for growth and improvement • Encouraging innovation and risk-taking within the team 	Lecture Dialogue
	Activity: Group discussion	Group Activity, Quiz
04:45 pm – 05:30 pm	Recap and Q&A	

Your Experience is our Pride:

A Senior HR Executive - Sime Darby
★★★★★

The staff are very responsive and helpful. They guide us (employer) everywhere from giving information about the course offered to even HRDC application. Trainer they engaged is the subject matter expert. The facilitators are very friendly and always ready to help you on the ground. Keep it up!

👍 1

S Senior HR Executive - Vienna Home
★★★★★

Liaising and going through the training by Cognitive Links has been all in all a fruitful experience. They're very professional and easy to deal with, and we have had an excellent trainer (Ms. Preeti) who walked us through the mentioned training.

👍 1

Y AVP - Measat
★★★★★

Training with Cognitive Links was very helpful. The course syllabus was precise and trainer was very clear in her explanation. I was able to follow the course closely and learnt a lot. Will recommend this to those who are in search of such training.

👍 1

A Assistant Manager - Warisan TC Management Services
★★★★★

Excellent and valuable training! Thank you so much to Cognitive Links for organizing the HR Analytics Workshop!

👍 1

N HR Executive - OCBC
★★★★★

Joined a 2-day training managed by Cognitive Links and they have provided a great training through a great trainer with a great background!

👍 1

H Senior Executive - Sime Darby Plantation
★★★★★

Very insightful and well-explained training. I have been able to gain a lot from this training and will be sharing this with my colleagues at my workplace.

👍 1

C Senior Executive - Touch 'n Go
★★★★★

Attended HR Analytics for L&D for 2 days. Definitely have learnt a lot on Power BI. Trainer was able to explained and show detailed steps and was very well-versed. Recommended for anyone who would like to obtain new knowledge in hr analytics! Overall, I highly recommend Cognitive Links.

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At Cognitive Links Group, we believe that every event is an opportunity to make a difference. We strive to create events that are memorable and impactful and pride ourselves on creating immersive experiences that inspire attendees and leave a lasting impression.

Contact us today to learn more about how we can help you create an exceptional event that exceeds your expectations.




Some of our attendees were from:



Registration Form:

 **Bangsar South, Kuala Lumpur**

 **Workshop 1: 15th & 16th Nov (IT Business Analysis)**
Workshop 2: 20th & 21st Nov (Software Business Analysis)
Workshop 3: 22nd & 23rd Nov (Software Product Management)

Workshop 3: (Two Days)
Software Product Management

September Promotion
~~MYR 4,990~~ **MYR 4,690**

① Full Name: _____

IC Number: _____

Designation: _____

Email: _____

Mobile: _____

Food Preference / Allergies: _____

② Full Name: _____

IC Number: _____

Designation: _____

Email: _____

Mobile: _____

Food Preference / Allergies: _____

③ Full Name: _____

IC Number: _____

Designation: _____

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⑤ Full Name: _____

IC Number: _____

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Mobile: _____

Food Preference / Allergies: _____

Company Name: _____

Full Address: _____

Post Code: _____ Country: _____

Payment Method: HRDC Levy Self Pay

Authorised Person

Full Name: _____

Designation: _____

Email: _____

Mobile: _____ Tel: _____

Signature or/and
Company Stamp:

Terms & Conditions

**Please note that the charges above are excluding government taxes.
6% SST charges will be applicable.**

Payment Terms:

Upon the completion and receipt of the contract, payment is required within 14 days of the issuance of the invoice.

Cancellation:

All bookings carry a 50% cancellation fee immediately after a signed contract has been received by Cognitive Links Group. Cancellation must be received in writing of least 30 days before the event. Cancellation request within 7 days prior to the event date will not be eligible for any refund.

Cognitive Links Group will not refund the Client in full if the event is cancelled or postponed due to circumstances outside of its control such as natural disaster, fire of the venue, terrorist attacks or the illness of invited guests. If, for any reason, Cognitive Links Group decides to cancel or postpone this event, Cognitive Links Group is not responsible for covering airfare, hotel, or other travel cost incurred by the Client.

Cognitive Links Group reserves the right to cancel or make changes to the content such as date and location of the event. In case of cancellation Cognitive Links Group will provide full refund or credit voucher within 30 days from the event date.

Data Protection Act:

Client confirms that it has requested and consented to Cognitive Links database to be used by Cognitive Links and all companies within the Cognitive Links Group ONLY.

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Upon receiving the signed registration form, the client hereby consents to Cognitive Links Group to keep your details for the use of future marketing activities carried out by Cognitive Links Group only. Client hereby agrees that this contract is valid, binding & enforceable; and client has no basis to claim any payment under this contract at any time are improper, disputed or unauthorized in anyway.

Please read more at <https://www.cognitive-links.com/privacy-policy> for any further questions, please feel free to drop us an email at info@cognitive-links.asia

We are also available on Whatsapp 018 6618 048 or office 03-7625 8547

NOTE: please note that this course is fully claimable under HRDC levy depending on your organization's available levy balance and HRDC approval. Please contact us if you have any inquiries or if you require assistance for claim submission.

Participants who complete the course successfully, will receive a certification from our strategic education partner, Segi College Subang Jaya.

Please contact us at 018-6618 048 (WhatsApp) or 03-7625 8547 (Office)

Learn about us on www.cognitive-links.com

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