

**Software Product Management**  
**ISPMA Training Agenda**  
**Excellence Level**  
**Strategic Management**

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# Agenda

Day 1:

## **0. Prelude**

- Participants / ISPMA
- Intro to training and exam

## **1. Strategic Management Essentials**

- Role of Product Management in Strategic Management
- Relevant Terms, Objectives, and Activities

## **2. Corporate Strategy**

- Defining Corporate Strategy
- Schools of Thought in Corporate Strategy
- Relevant Tools and Approaches

## **3. Portfolio Management**

- Roles, Methods, and Tools
- Managing the Portfolio

## **4. Innovation Management**

- Roles, Methods, Tools, and Types of Innovation
- Nurturing Innovation

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Day 2:

## **5. Resource Management**

- Relevant Types of Resources
- Roles and Situations in Resource Management

## **6. Market Analysis**

- Objectives, Roles, Methods, and Tools
- Analyzing the Markets

## **7. Product Analysis**

- Objectives, Roles, Methods, and Tools
- Analyzing the Product's Business Performance

## **8. Wrap Up**

## **9. Certification Exam (optional)**