**PME 603 Individual Project**

**as of 10/31/20**

1. Select the industry of most interest to you.

2. Identify key firms in that industry

3. Research the Internet sites such as Indeed, company’s websites,

PMI.com, etc., to gain real-life knowledge about the pros and cons of the

product management function in this industry.

4. Prepare a report that includes:

a) The role of the product management function in that industry and specifically within the organizational structure of its key firms.

b) The scope of functional responsibilities of product managers in the industry (include a list and a short description of each functional responsibility).

c) The required skillsets (competencies) that are needed to be a good product manager in that industry (to match the specifics identified in the point b above).

d) Your individual reflection stating whether or not this type of job would be of interest to you. Please explain your rationale based on your personal preferences such as wok-life balance, income, need for power, professional growth and career path opportunities, span of control, technical or analytical content of the position, etc..

With your permission, I would like to share your reports with others in this class. Your name will be removed before your papers are placed on my class dashboard. I would like for all of you to learn from each other.

Also, please note that this is not a book report. I am not interested in what somebody had to say at the time when the text was written. This is a real and dynamic marketplace, and you need to be able to be agile and adapt quickly.

Have fun !!!

**PME 603 Team Project**

**as of 10/31/20**

You are a Product Manager responsible for the profitability of your specific product line. Based on your analysis, there is an opportunity to expand one of your products to the “Modified/Modified” part of the product/market fit grid.

In order to expand to this categoryyou will need to present an abbreviated business case to the New Product Development Board of your firm. Based on the merits of your case, the Board will decide whether this is a “Go/No-go” proposal.

Based on that decision, the required resources will be allocated, your visibility inside the firm will increase, and your opportunities for a promotion will be enhanced. Of course, the opposite effect may take place if you are not able to move this proposal forward.