

Basics of Product Management

Product management is an organizational function within a company dealing with the planning, forecasting, or marketing of a product or products at all stages of the product lifecycle.

Knowledge item description	References
Beginner	
Understanding the concept of business model	[1], [5]
Understanding main functional areas of organization	[2.1]
Competent	
Familiarity with lean product management framework	[3]
Expert	
Familiarity with product development lifecycle principles and framework	[4]

References

#	Reference	Link
1.	Business Model Canvas Made Easy	Link
2.	LSE Study Guide: Introduction to business and management	TBD
2.1	Managing the main functional areas	Chapter 5
3.	Steve Blank, The Four Steps to the Epiphany	TBD
4.	Steven Haines, The Product Manager's Desk Reference	TBD
5.	Alexander Osterwalder, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	TBD