

**INDIAN INSTITUTE OF MANAGEMENT , UDAIPUR**  
**PRODUCT STRATEGY AND MANAGEMENT - PGP 2016-17 TERM 4**  
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Session	Topic	Reading
1 24.9.2014	<ul style="list-style-type: none"> <li>• Introduction to course</li> <li>• Product Strategy and Product Management – issues and challenges</li> </ul>	<ul style="list-style-type: none"> <li>• The Anytime , Anywhere Phone Company – Kevin Higgins : MM Spring 1999 *</li> <li>• The Iridium Story : A Marketing Disconnect – MM Summer 2000*</li> </ul>
2 24.9.2014	<ul style="list-style-type: none"> <li>• Products and New Products – defining them and implications to product strategy and management</li> <li>• Innovation and Product Management</li> </ul>	<ul style="list-style-type: none"> <li>• Imitation Is More Valuable Than Innovation : Oded Shenkar - Harvard Business Review April 2010 *</li> <li>• The new rules for bringing innovations to market – Bhaskar Chakravorti : HBR March 2004 *</li> </ul>
3 25.9.2014	<ul style="list-style-type: none"> <li>• New product introduction process</li> <li>• Success factors for new products</li> </ul>	<ul style="list-style-type: none"> <li>• Six Myths of Product Development – Stefan Thomke and Donald Reinertsen : HBR May 2012 *</li> <li>• Pioneering Practices for New Product development – Mullins et al : MM Winter 2000. *</li> <li>• First to market , First to fail ? : Tellis and Golder – Sloan Management Review , Winter 1996 *</li> </ul>
4 25.9.2014	<ul style="list-style-type: none"> <li>• Product Life Cycle Management , Product Strategy and Innovation</li> <li>• Identifying growth opportunities and strategy options</li> </ul>	<ul style="list-style-type: none"> <li>• Managing your Innovation Portfolio – Bansi Nagii and Geoff Tuff : HBR May 2012 *</li> </ul>
5 8.10.2014	<ul style="list-style-type: none"> <li>• Product development and strategies – identifying opportunities for differentiation</li> </ul>	<ul style="list-style-type: none"> <li>• Discovering New Points of Differentiation – Macmillan and McGrath : HBR July – Aug 1997*</li> <li>• Knowing a Winning Business Idea when you see one – Chan Kim and Mauborgne : HBR Sept – Oct 2007 *</li> <li>• The Customer Centered Innovation Map ; Lance A. Bettencourt and Anthony W. Ulwick - Harvard Business Review • May 2008 *</li> <li>• <b>Book Chapter Review1: Group Submission and Presentation : Rising Tide Ch 10,12</b></li> <li>• <b>Groups 1 &amp; 2</b></li> </ul>
6 8.10.2014	<ul style="list-style-type: none"> <li>• Value Proposition – Measuring and Managing Value for Competitive Advantage</li> </ul>	<ul style="list-style-type: none"> <li>• Managing Customer Value – Bradley T. Gale: Chapter 2 , 7</li> <li>• Customer Value Propositions in Business Markets – Anderson, Narus and van Rossum : HBR March 2006 *</li> </ul>

		<ul style="list-style-type: none"> <li>Business Marketing - Understand what customers value - James C Anderson and James A Narus : HBR Nov - Dec 1998 *</li> </ul>
7 9.10.2014	<ul style="list-style-type: none"> <li>Factors for new product success - Adoption and Diffusion of new product</li> </ul>	<ul style="list-style-type: none"> <li>Eager Sellers Stony Buyers - John T. Gourville : HBR June 2006 *</li> <li>Technology Readiness Index (TRI) : A Multiple-Item Scale to Measure Readiness to Embrace New Technologies - A. Parasuraman <i>University of Miami</i> - Journal of Service Research, Volume 2, No. 4, May 2000</li> </ul>
8 9.10.2014	<ul style="list-style-type: none"> <li>Adoption and Diffusion of products - implications for new product success</li> </ul>	<ul style="list-style-type: none"> <li><b>Steve Jobs : Ch 38</b></li> <li><b>Book Chapter Review 2: Group Submission and Presentation : Rising Tide Ch 4,6 Groups 3 &amp; 4</b></li> </ul>
9 1.11.2014	<ul style="list-style-type: none"> <li>Identifying Market opportunities - target markets and segmentation</li> </ul>	<ul style="list-style-type: none"> <li><b>Book Chapter Review 3: Group Submission and Presentation : Reverse Innovation Ch 2,4,10 Groups 5 &amp; 6</b></li> </ul>
10 1.11.2014	<ul style="list-style-type: none"> <li>Positioning strategies - implications for life cycle management and product success</li> </ul>	<ul style="list-style-type: none"> <li>Finding the Right Job For Your Product Clayton M. Christensen, Scott D. Anthony, Gerald Berstell and Denise Nitterhouse : MIT Sloan review Spring 2007 *</li> <li><b>Steve Jobs : Ch 30</b></li> <li><b>Book Chapter Review 4 : Group Submission and Presentation : Trade Off : Ch 1,2,3 Groups 7 &amp; 8</b></li> </ul>
11 2.11.2014	<ul style="list-style-type: none"> <li>Linking product features to customer satisfaction - The Kano Model for identifying opportunities for product improvements</li> </ul>	<ul style="list-style-type: none"> <li>Delighting the Customer : QFD for Quality Service Design - Ermer and Kniper : Total Quality Management Vol 9 Nos 4 &amp; 5 '98*</li> <li><b>Book Chapter Review 5: Group Submission and Presentation : Staying Power - Ch 2, 3 Groups 9 &amp; 10</b></li> </ul>
12 2.11.2014	<ul style="list-style-type: none"> <li>Linking market to product design and development - House of Quality and New Product Development</li> </ul>	<ul style="list-style-type: none"> <li>The House of Quality - Hauser and Clausing : HBR May - Jun '88 *</li> <li><b>Steve Jobs : Ch 12,26</b></li> <li><b>Book Chapter Review 6 : Group Submission and Presentation : The Everything Store Ch 8 Groups 11 &amp; 12</b></li> </ul>

13 19.11.2014	<ul style="list-style-type: none"> <li>• Concept definition , development and testing</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Book Chapter Review 7: Group Submission and Presentation : The Everything Store - Ch 6 Groups 13 &amp; 14</b></li> </ul>
14 19.11.2014	<ul style="list-style-type: none"> <li>• Branding and product strategy</li> </ul>	<ul style="list-style-type: none"> <li>• The Power of the Branded Differentiator – David Aaker : MIT Sloan Management Review Fall 2003 *</li> <li>• <b>Steve Jobs : Ch 25,29</b></li> <li>• <b>Book Chapter Review 8 : Group Submission and Presentation : Rising Tide : Ch 11,13 Groups 15 &amp; 16</b></li> </ul>
15 20.11.2014	<ul style="list-style-type: none"> <li>• Branding and Product Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation : Brand it or lose it – David Aaker : California Management Review Vol 50 No 1 Fall 2007 *</li> </ul>
16 20.11.2014	<ul style="list-style-type: none"> <li>• Pricing and product planning</li> </ul>	<ul style="list-style-type: none"> <li>• Strategies to fight low cost rivals – Nirmalya Kumar : HBR Dec 2006 *</li> <li>• Discovering Hidden Pricing Power – Donald V Potter : Business Horizons Nov – Dec 2000 *</li> <li>• Pricing and the psychology of consumption – John Gourville and Dilip Soman : HBR September 2002 *</li> <li>• <b>Steve Jobs : Ch 16</b></li> </ul>
17 3.12.2014	<ul style="list-style-type: none"> <li>• New product development and launch – putting it all together</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Quiz : Two wheeler case</b></li> <li>• <b>Case discussion : Two wheeler case</b></li> </ul>
18 3.12.2014	<ul style="list-style-type: none"> <li>• Wrap Up – Other issues in Product Management : Ethics ; Customer Orientation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Steve Jobs : Ch 36,42</b></li> </ul>
19 4.12.2014	<ul style="list-style-type: none"> <li>• Presentation – Project / Term Paper</li> </ul>	<ul style="list-style-type: none"> <li>• Group Presentations</li> </ul>
20 4.12.2014	<ul style="list-style-type: none"> <li>• Presentation – Project / Term Paper</li> </ul>	<ul style="list-style-type: none"> <li>• Group Presentations</li> </ul>

**Class Book for reference: Steve Jobs - Walter Isaacson**

**Books for review and Presentation - available in the library :**

1. Steve Jobs - Walter Isaacson
2. Trade off - Kevin Maney
3. Staying Power - Michael Cusumano
4. The Rising Tide - Davis Dyer, Fredrick Dalzell, Rowena Olegario
5. Reverse Innovation - Vijay Govindarajan , Chris Trimble

**SUGGESTED BOOKS FOR ADDITIONAL READINGS**

1. Dealers of Lightning : Xerox Parc and the Dawn of the computer age - Michael A. Hiltzik
2. Power Pricing - Robert J Dolan and Hermann Simon
3. Customers.com - Patricia B Seybold
4. Managing Customer Value - Bradley T Gale
5. The Customer Revolution - Patricia Seybold
6. Trade off - Kevin Maney
7. Driving Customer Equity - Rust, Zeithmal , Lemon : The Free Press
8. The Tipping Point - Malcolm Gladwell : Abacus
9. The Paradox of Choice - Barry Schwarz
10. Crossing the Chasm - Geoffrey Moore
11. The Innovator's Dilemma - Clayton M Christensen
12. Steve Jobs - Walter Isaacson
13. Staying Power - Michael Cusumano
14. Copy Cats - Oded Shenkar
15. The Slow Pace of Fast Change - Bhaskar Chakravorti
16. The Rising Tide - Davis Dyer, Fredrick Dalzell, Rowena Olegario
17. Reverse Innovation - Vijay Govindarajan , Chris Trimble
18. Any of the many books relating to Product Development , Product Strategy and Product Management