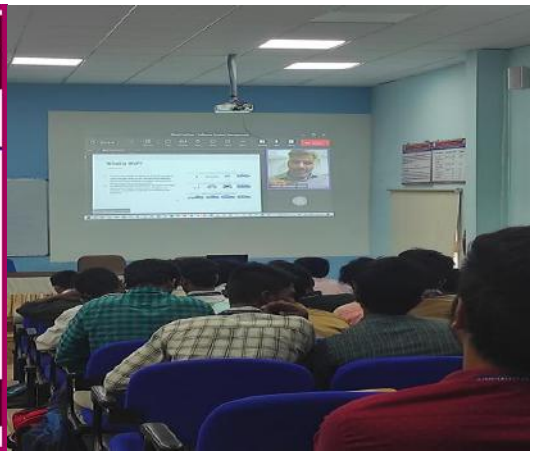
A Report on Guest Lecture on "Software Product Management"
Organized by Department of Computer Science & Engineering
in association with Indian Society for Technical Education (ISTE)
Date: 22/11/2023



Submitted by: Mr. Mohamed Yousuff A.R M. Tech., Assistant Professor, Mr. B. Galeebathullah M. Tech., Assistant Professor, Department of Computer Science & Engineering.
Resource Person: Mr. Lokesh Kannaiyan B.E., MBA, Senior Product Manager, Progress Software, Bangalore
Participants: II Year B. Tech Sec A & B – Computer Science & Engineering Students – MITS
Mode of Conduct : Online
Report Received on 27.11.2023

The Department of Computer Science & Engineering (CSE), in collaboration with the Indian Society for Technical Education (ISTE), organized a guest lecture titled Software Product Management' at the MITS campus on November 22, 2023. The objective was to educate students about the importance of software product management and its opportunities. The event commenced with an inauguration in Seminar Hall B at 10:10 AM, with the participation of 110 attendees.

Topics for the session:

- Software Product Management-Overview
- Key Concepts in Product Management
- Day in the life of a Product Manager.
- Key frameworks with live case studies.
- How to crack product management interviews

Inauguration:

The inaugural session started at 10:10 AM on Microsoft Teams. Event Coordinator, Mr. Mohamed Yousuff A.R, M.Tech., Assistant Professor, gave the Welcome Address, briefed about this event, and handed over the session to the Chief Guest, Mr. Lokesh Kannaiyan, B.Tech., M.B.A., Senior Product Manager at Progress Software Technologies, Bangalore.

Chief Guest Lecture:

Mr. Lokesh Kannaiyan, B.Tech., M.B.A., Senior Product Manager at Progress Software Technologies, Bangalore, provided a concise introduction to Software Product Management and elucidated its diverse opportunities in the realm of the software industry. He outlined the importance of software product management, explained key concepts, and delivered a brief note on how learning software product management can increase efficiency as a software developer and improve your ability to manage complex projects. Then, he explained a day in the life of a product manager, including milestones like Morning Planning and Emails, Daily Standup/Scrum, Stakeholder Communication, Product Backlog Refinement, Meeting with Development Team, Market and Competitive Analysis, User Research, Product Roadmap Planning, Customer Feedback Analysis, Cross-Functional Collaboration, Project Management, Documentation, and Continuous Learning.

He explained the key frameworks of software product management with live case studies of Netflix and Amazon. Netflix's success is tied to its ability to scale. As it expanded globally, investing in a scalable infrastructure and ensuring consistent streaming performance became paramount. Amazon prioritizes customer feedback. Features like "Customers who bought this also bought..." are a result of continuous feedback loops, enhancing the overall shopping experience. He gave valuable tips and tricks for solving Product Manager interviews and cracking internships. Finally, he ended his session by answering many queries posted by the students.

Outcome:

- Students gained insights into the field of Software Product Management, its overview, key concepts, and the typical day-to-day activities of a Product Manager.
- Exposure to live case studies of successful companies like Netflix and Amazon provided practical insights into the application of key frameworks.
- The session on "How to crack product management interviews" was particularly valuable for students aspiring to enter this field, providing them with practical tips and tricks.
- The lecture highlighted the importance of software product management in the industry, connecting theoretical knowledge with real-world scenarios.

Vote of Thanks:

Mr. Mohamed Yousuff A.R, M.Tech., Assistant Professor, proposed a vote of thanks. He thanked the event's Chief Guest, Mr. Lokesh Kannaiyan, B.Tech., M.B.A., Senior Product Manager at Progress Software Technologies, Bangalore, for delivering the talk. He expressed gratitude to the students, HOD, Principal, and the Management for their support in conducting the guest lecture. He extended his thanks to all the supporting faculties.