Body of Knowledge

Professional Development Training

PDMA Pittsburgh is offering an eight-week professional development training program* that covers the fundamentals of product management and innovation.

Expert product development practitioners and talented educators will be teaching seven key area of study. You'll walk away with invaluable knowledge and tools that you can apply to your current and future product development roles.

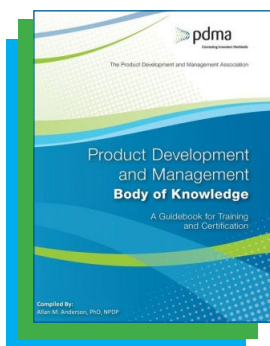The seven key areas of study include:

- Strategy
- Portfolio Management
- New Product Development Process
- Organization, Teams, and Culture
- Tools and Metrics
- Market Resesarch
- Life Cycle Management

Who Should Attend

Product development professionals, managers, and members of product development teams that want to gain a greater understanding of new product development and management.

Whether you are new to product development or are a seasoned professional who wants to revisit the fundamentals, this training will be extremely helpful to you.

Benefit from the interaction with instructors of various expertise areas and backgrounds and participants from diverse industries.

* Although this program covers all seven knowledge areas of the PDMA Body of Knowledge, it is not intended to fully prepare the participant for the New Product Development Professional (NPDP) certification examination.

When

The eight-week program will be held every Tuesday 6:00 - 8:00 p.m.
Aug 27 - Oct 15

Where

Beyond the Table Research
2605 Nicholson Road
Building 5, Suite 5130
Sewickley, PA 15143

Registration

Before Aug 16th
$499.00 ($300 savings)

After Aug 16th
$799.00

Student Rate

Before Aug 16th
$199.00 ($100 savings)

After Aug 16th
$299.00

The program fee includes:

- Free copy of the PDMA Body of Knowledge Guidebook
- Free access to one PDMA Pittsburgh Innovation Forum plus one free guest pass (for first time attendee) – valid for one year after start of BoK Training Program.

Register Today

pdma.org >> Chapters >> Pittsburgh

Please email questions to pghpdma@pdma.org.

Body **of K**nowledge
Professional Development Training Courses

pdma
Pittsburgh

1
STRATEGY
This session provides an understanding of the strategic framework from vision and mission, through internal and external strategic assessment, to strategic plan execution. Classic strategy models and real life examples will provide you with tools that can be immediately used.

2
PORTFOLIO MANAGEMENT
Portfolio management creates the bridge between strategy and project selection. Important methods to prioritize development projects, which can lead to an optimized product (service) portfolio that is aligned with strategy and resources will be discussed.

3
NEW PRODUCT DEVELOPMENT PROCESS
Companies are under more pressure than ever to increase the efficiency and effectiveness of their product development processes. In this session, several of these processes are introduced and the benefits and limitations are evaluated.

4
ORGANIZATION, TEAMS, AND CULTURE
An organization is only as good as its people. This course illustrates that corporate culture, the way people interact, and how they are organized can have an equal if not greater impact on innovation and success as merely good processes.

5
TOOLS AND METRICS
This session is designed to introduce a wide array of product development and management tools. The value and application of each tool is discussed and participants are provided references for further in-depth understanding.

6
MARKET RESEARCH
Market research is an indispensable element of product management and product development. This course provides an overview of techniques across primary and secondary research and create an awareness under which conditions one may employ any of them.

7
LIFE CYCLE MANAGEMENT
The life cycle of a product or product portfolio has direct impact on the present and future revenue potential and success of a company. Therefore, this session emphasizes important strategies for the stages of the life cycle.

8
PROGRAM REVIEW, CERTIFICATE DISTRIBUTION**
The last day of program includes an overall review of the training program, distribution of certificates, and a dinner to celebrate the program completion.

** In order to receive a certificate of completion for this program, participants are required to attend at least five of the seven knowledge area classes.