ASSIGNMENT 7:
MAPPING THE PRODUCT MANAGEMENT

THE TASK

From a presentation of the field of product management, in manner that provides explanation for the variations in its functions, focuses, and required competences. Identify the key drivers (extending from the obvious ones like the stage of product life-cycle and organization size) that influence how product management is implemented in different contexts. The presentation should serve both explanation (what is PM in which context) and assessment (what is a benchmark for proper PM in a given context).

THE OBJECTIVE

"It depends…" is a common phrase within product management. While there's much variation, there are also clear drivers for this variation. In this concluding assignment, the purpose is to take stock of the whole field and form a summary from the perspective of organizational development. Using the literature, lectures, case studies, and masterclasses, synthesize your knowledge about PM on organizational level, and form a framework that can guide the assessment and development of the product management as an organizational function.

This will have a dual role of acting both as a backward-looking summary and a forward-looking map. The focus is the whole organization, and its competences regarding product management.

It's recommended to target the framework for some use. You can focus the framework to serve as a benchmark of competences, or an assessment template of an organization's development stage in terms of PM. Or alternatively, it can serve as personal map for making sense of PM as organizational function. There are multiple other opportunities. In any case, state the chosen purpose in the reporting.

GRADING

This assignment merits 0-4 points towards the grade. Contrary to the previous assignments, there's no revision round, and the first delivery is also the final one.

REPORTING FORMAT

Your content and targeted purpose of the framework determine the best format for reporting. In that sense, the format is free, but please do note that the format is a choice and integral part of the content. Even if it would be a map for your own use, it has to be a standalone artefact that conveys its purpose and content.

As in other assignments, a dominantly visual format is highly recommended. For inspiration, you can consider what type of format and content would make this framework valuable as a part of e.g. your portfolio in applications, or your tool kit in your future role as head of product.