PORTAL UPDATE

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CAREERS

Cognitive study

India is poised to make significant contributions in the Cognitive Science field in the years to come, explain Pratik Mutha, assistant professor, Biological Engineering and Dhwani Sadaphal, MSc student in Cognitive Science, IIT Gandhinagar
> Click on 'Offbeat' under 'Careers' at www.educationtimes.com

CAMPUS BEAT

Rise of Software Product Managers in digital business

Take up a Software Product Management course and learn to process volumes of disparate and exhaustive data into meaningful business insights, writes Haragopal Mangipudi

In today's digital world, as the software platforms are becoming the significant value drivers for business, the role of software product manager (SPM) is fast emerging as a key leadership role in large enterprises as well as startups.

SOFTWARE PRODUCT MANAGER'S ROLE

success of the product within the constraints of budgets, time and other resources.

● **Orchestrator:** The movie director orchestrates a diverse set of disciplines – technical, creative, operational and business alike. And this is a talent in itself to get the acceptance and respect of the specialists in each of these

● **Influencer:** Last but most importantly, a director is responsible and accountable for critical decisions – either taking them or influencing them. Similarly, software product manager is a decision-making or influencing role. SPMs not only own the decisions about what gets built into the product, but also influence every aspect of its build, launch, pricing and delivery.

TRAINING NEEDED

Software Product Management is a science as well as an art:

KEY SKILLS YOU NEED

To be a successful Software Product Management:

■ A high degree of management competence and orchestration across organizational structures, often without a hierarchical management position

■ A combination of technical and domain knowledge is essential in addition to business

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Title: Cognitive Study
Source: Education Times (Pg. No. 1) Portal Update
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Date: 11-02-2019