



Learn Beyond

**KPR Institute of Engineering and Technology**

(Autonomous, NAAC "A")

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CS001

NBA Accredited

(CSE, ECE, EEE, MECH, CIVIL)

**GUEST LECTURE ON "ART OF PRODUCT MANAGEMENT IN DIGITAL AGE"**

Event No	CS001
Organizing Department	Computer Science and Engineering
Date	24/02/2024
Time	11:00 AM to 12:00 PM
Event Type	Alumni Activity
Event Level	Dept. Level
Venue	IV CSE C classroom
Total Participants	48
Faculty - Internal	4
Students - Internal	44

**Related SDG****Resource Persons**

Sl	Type	Name	Designation	Company	Email	Phone
1	Chief Guest	Jaipriya R	Product Owner	BSH Household Appliances, Bangalore	jaipriyapandian@gmail.com	xxxxxxxxxx

**Involved Staffs**

Sl	Name	Role
1	Devipriya A	Convenor
2	Rajasekaran T	Coordinator
3	Sasikala C	Coordinator
4	Jeevitha R	Coordinator

**Outcome**

1 understanding of fundamental product management principles like 1. Product development with user expectations, Understanding customer needs, and adapting to market trends. To enhance decision-making and drive innovation in product management

**Event Summary**

On 24.02.2024, we had an expert talk in 'managing products in the digital age'. Our alumni student Ms. Jaipriya came to our institution as a chief guest to share her experience. The lecture began with an introduction to the basic principles of product management, highlighting its crucial role in today's digital landscape. Ms. Jaipriya, the speaker, stressed the importance of understanding customer needs and market trends, sharing practical strategies to align product development with user expectations. She also shared her own experiences in the IT industry. The event went on to explore the integration of technology trends like real-time tools and data analytics into product management practices. Ms. Jaipriya expressed a keen interest in the need for subjects like software engineering and agile methodologies. The audience gained valuable insights into using these tools to improve decision-making and drive innovation. Ms. Jaipriya's ability to simplify complex concepts resonated well with the diverse audience, including seasoned professionals and aspiring product managers. In conclusion, the guest lecture offered a comprehensive view of the art of product management in the digital age, leaving the audience inspired and well-equipped with practical knowledge for success in the ever-changing digital product development landscape.



**ALUMNI FUSION**  
Guest Lecture on  
**ART OF PRODUCT  
MANAGEMENT IN DIGITAL AGE**

**JAIPRIYA R**  
Product Owner,  
BSH Household Appliances, Bangalore

**DATE** 24 Feb, 2024  
**TIME** 11:00 AM - 12:00 PM  
**VENUE** CSE Final year classroom

**COORDINATORS**  
Dr. Rajasekran T AP (SI.G) / CSE  
Ms. Sasikala C, AP / CSE  
Ms. Jeevitha R, AP / CSE

**CONVENOR**  
Dr. Devi Priya R, HoD / CSE

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