



Dr. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

(Approved by AICTE & Affiliated to MAKAUT, WB)

CAMPUS : JEMUA ROAD, FULJHORE, DURGAPUR-713206 (W.B.), INDIA

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NOTICE

Dated 8.1.2024

This is to inform all the first year and second year students of MBA that a seminar on Tenets of Product Management for Budding Managers will be conducted on the following date and time. Your presence in the seminar is mandatory.

Date: 11th January 2024

Time: 10 am onwards

Venue: FMS Digital Room

Prof. (Dr.) Somroop Siddhanta

HoD, FMS, BCREC

Faculty of Management Studies

Dr. B. C Roy Engineering College, Durgapur

Seminar Title: Tenets of Product Management for Budding Managers

PROGRAMME SCHEDULE

SESSION TIME	PROGRAMME COMPONENT
10:00 AM - 10:10 AM	OPENING ADDRESS BY STUDENT VOLUNTEER
10:10 AM – 10:20 AM	WELCOME ADDRESS BY DR. SOMROOP SIDDHANTA, HOD, FMS
10:20 AM – 12:20 PM	INTERACTIVE SESSION BY GUEST OF HONOUR, MR. AMOY DUTTA
12:20 PM – 12:30 PM	QUESTION AND ANSWER SESSION
12:30 PM – 12:35 PM	VOTE OF THANKS BY STUDENT ANCHOR

Soumya Siddhanta

Head
Faculty of Management Studies
Dr. B. C. Roy Engineering College, Durgapur

BANNER



FACULTY OF MANAGEMENT STUDIES (FMS)

DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR

Tenets of Product Management for budding managers



**Venue: FMS, BCREC
11th January (Thursday), 2024
10:00AM & Onwards**



RESOURCE PERSON:

**Mr. Amoy Dutta
Product Manager at Copado, Inc.
United Kingdom**

Soumya S. D. Datta

**Head
Faculty of Management Studies
Dr. B. C. Roy Engineering College, Durgapur**

Faculty of Management Studies
Dr. B.C. Roy Engineering College, Durgapur
Attendance for Seminar on "Tenets of Product
Management for Budding Managers"

Date: 11.1.2024

Sl No.	Univeristy Roll No	Student Name	Signature
1	12000923001	AARTI SHAW	
2	12000923002	ABHIJIT DAS	
3	12000923003	AFTAB RAZA	Aftab Raza
4	12000923004	AMISHA SAH	Amisha Sah
5	12000923005	ANAMIKA NANDI	Anamika Nandi
6	12000923006	ANAY KUNDU	Anay Kundu
7	12000923007	ANCHAL SINGH	Archal Singh
8	12000923008	ANIKET GAUTAM	Aniket Gbntam
9	12000923009	ARINDAM DEY	
10	12000923010	ARKAJEET BARUA	
11	12000923011	ARPITA MALLICK	Arpita Mallick -
12	12000923012	ASHISH KUMAR JHA	Ashish Kr. Jha.
13	12000923013	ASMITA DEY	
14	12000923014	ATANU GOPE	
15	12000923015	BIPUL BARDHAN	Bipul Bardhan
16	12000923016	DEBALINA MUKHERJEE	Debalina Mukherjee
17	12000923017	DEBIDAS HOSH	
18	12000923018	DIBYENDU KOLEY	
19	12000923019	DIP SAHA	
20	12000923020	DIPJOY DAS	Dipjoy Das
21	12000923021	GOURAV SHOW	Gourav Show
22	12000923022	INDRANI SINGHA	
23	12000923023	JEET CHAKI	Jeet Chaki
24	12000923024	MAHIMA GUPTA	Mahima Gupta
25	12000923025	MD ZABIR HUSSAIN	MD. Zabir Hussain
26	12000923026	MOITRAYEE ROY	Moitrayee Roy
27	12000923027	MOUMI BANERJEE	Moumi Banerjee
28	12000923028	NANDINI BANERJEE	Nandini Banerjee
29	12000923029	NAVOJIT CHOUDHURY	Navojit Choudhury
30	12000923030	OINDRILA CHATTERJEE	
31	12000923031	PRIYANKA BASU	
32	12000923032	PRIYANKA SINGH	Priyanka Singh
33	12000923033	PUJA DHAR	Puja Dhar
34	12000923034	RANJAN TIWARY	Ranjana Tiwary
35	12000923035	RITABRATA BHATTACHARJEE	Ritabrata Bhattacharjee
36	12000923036	RITURAJ SAHOO	Rituraj Sahoo
37	12000923037	RIU TEWARY	Riu Tewary
38	12000923038	ROHIT KUMAR SHAW	
39	12000923039	RUPARNA NANDI	Ruparna Nandi
40	12000923040	SAGARIKA BOURI	Sagarika Bouri
41	12000923041	SANDHYA AGARWAL	Sandhya Aggarwal
42	12000923042	SASWATA BANERJEE	Saswata Banerjee
43	12000923043	SAYANTI DAS	Sayanti Das
44	12000923044	SHILPI CHATTERJEE	Shilpi Chatterjee
45	12000923045	SHUBAJEET GORAI	
46	12000923046	SOMA MONDAL	Soma Mondal
47	12000923047	SOUVICK GHOSH	
48	12000923048	SREYA KONER	Sreya Koner
49	12000923049	SRINJOY DAS	Srinjoy Das
50	12000923050	SUBHAM ROY	Subham Roy
51	12000923051	SUDIPTA MONDAL	Sudipta Mondal
52	12000923052	SUHITA GHOSH	Suhita Ghosh
53	12000923053	SUJEET KUMAR CHOUDHARY	Sujeet Kr. Choudhary
54	12000923054	SUKRITA SARKAR	Sukrita Sarkar
55	12000923055	SUPRATIM BIT	Supratim Bit
56	12000923056	SUPRIYO PAUL	Supriyo Paul
57	12000923057	SUSMITA KHAN	Susmita Khan
58	12000923058	SWATI KUMARI GOPE	Swati Kumari Gope
59	12000923059	SWETA KUMARI	Sweta Kumari
60	12000923060	TANIA MUKHERJEE	Tania Mukherjee

Sourav Chandra

Faculty of Management Studies
Dr. B.C. Roy Engineering College, Durgapur
Attendance for Seminar on "Tenets of Product
Management for Budding Managers"

Sl.No.	Univeristy Roll No	Student Name	Year	Signature
1	12000922036	Mukesh Yadav	2024	Mukesh Yadav
2	12000922038	ASIF ISLAM	2024	Asif Islam
3	12000922050	Arijit Dey	2024	Arijit Dey
4	12000922037	Ramesh Chandra choudhury	2024	Ramesh Chandra
5	12000922052	Sohini Sen	2024	Sohini Sen
6	12000922019	Shami Bhattacharya	2024	Shami Bhattacharya
7	12000922027	Ayan Chowdhury	2022-24	Ayan Chowdhury
8	12000922003	BTSHAL MONDAL	2022-24	BTSHAL MONDAL
9	12000922049	SAYAN GHOSH	2022-24	Sayan Ghosh
10	12000922018	Apurba Mukherjee	2024	Apurba Mukherjee
11	12000922011	Apurba Ghosh	2024	Apurba Ghosh
12	12000922034	Debasuya Ghosh	2024	Debasuya Ghosh
13	12000922040	Shreyas Maiti	2024	Shreyas Maiti
14	12000922035	Sruja Banerjee	2024	Sruja Banerjee
15	12000922016	Pallavi Kumari	2024	Pallavi Kumari
16	12000922044	Payal Chatterjee	2024	Payal Chatterjee
17	12000922002	ANUPAMA DAS	2024	Anupama Das
18				
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Sourav Saha

Head
Faculty of Management Studies

**Faculty of Management Studies
Dr. B C Roy Engineering College, Durgapur.**

Title of the Event: Tenets of Product Management for Budding Managers

Objective of the Event: To make the students cognizant of the current business trends, get motivation and upgrade themselves.

Date & Time: 11th January 2024 10 am onwards

Number of Student Participants: 62

Number of Faculty Participants: 10

Mode of Session delivery: Offline with Interactive session.

Speaker details: Mr. Amoy Dutta is the Product Manager at Copado Inc. UK.

BANNER

FACULTY OF MANAGEMENT STUDIES (FMS)
DR. B.C.ROY ENGINEERING COLLEGE, DURGAPUR

**Tenets of Product Management for
budding managers**

RESOURCE PERSON:
Mr. Amoy Dutta
Product Manager at Copado, Inc.
United Kingdom

Venue: FMS, BCREC
11th January (Thursday), 2024
10:00AM & Onwards

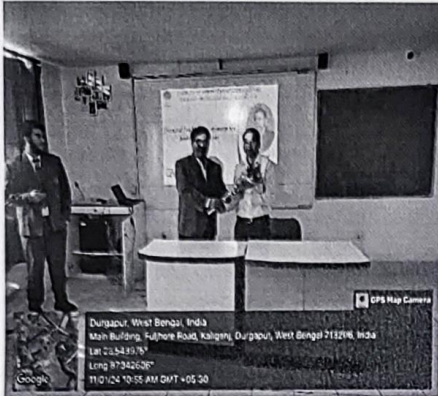
Soumya Siddhanta
Head
Faculty of Management Studies
Dr. B. C. Roy Engineering College, Durgapur

The seminar on 'Tenets of Product Management for budding managers' aimed to provide a comprehensive understanding of the key principles and practices that are essential to become successful in the field of product management. The Seminar was started by a student anchor with an introductory speech about the Guest speaker Mr. Amoy Dutta. HoD FMS, Dr. Somroop Siddhanta then took charge and welcomed the guest of honour with a bouquet and said a few words on how product management is a relevant topic today and is a core feature in MBA. The session was then handed over to the special guest by the student anchor. Mr. Dutta described what product manager is and what role the product manager has in the company. Product management means guiding a product in a market or creating or developing products that solve real problems for real users. Mr. Dutta went on to discuss about the role of a product manager and mentioned that he thinks about the profits and losses, define product vision, collaborate with technical or engineering team, launch and market code. He emphasized that the product marketing team focuses on improving the product and drew the attention of the participants on some key points about the product management area such as to empathise- putting yourself in the shoes of the customers, feel and think like the customer. Secondly, to find out who are the customers- identify the target user base and the problem phase, and which problem do we want to solve by focusing on the user base. He next went on to say how to empathize with the other customers by way of identifying the target users and find what problems the potential target customer face. Fourthly, the product manager should ask questions to the customers such as why they have chosen a certain user group, why they have chosen a certain problem space to solve, how big is the opportunity and what other alternatives do they have other than these. Mr. Dutta also touched upon the concept of Facebook Marketplace – Target user group, the problem it tries to solve and why did facebook enter this space. He mentioned that the basis of the tenets should be – test the product and validate the product one step at a time. He also discussed about the minimum viable product which means just enough features that makes it usable and provide some values to the customers, that is helpful to capture an early feedback. It was really an extremely fruitful and productive session as the students found it to be very intriguing and highly informative. The session came to an end with a brief question and answers round, followed by special thanks by HOD, FMS Dr. Somroop Siddhanta to the guest speaker for sharing his wisdom on such a topic that is so relevant in the current business scenario. Dr. Arunava Mookherjee also gave a special thanks to the honourable guest and added that it was really a productive session for all of us and mentioned how product management has flourished over the years and can be a very good career opportunity for budding candidates. The session ended with a vote of thanks by the student anchor.

Somroop Siddhanta

Head
Faculty of Management Studies
Dr. B. C. Roy Engineering College, Durgapur

Photo Gallery



HoD FMS Felicitating Mr. Amoy Dutta



Mr. Amoy Dutta Addressing the Students of FMS



Mr. Amoy Dutta Addressing the Crowd



Group Photo

Soumya S. Dhar

Head
Faculty of Management Studies
Dr. B. C. Roy Engineering College, Durgapur

Speaker's Profile:

Amoy Dutta has 15+ years of experience in software product management and technology consulting and has experience building enterprise software solutions of global leaders like Johnson & Johnson, Baxter, Credit Suisse, Financial Conduct Authority (UK) and many other global leaders. Currently Mr. Amoy Dutta works as a Product Manager at Copado which is the leading DevOps solution for the Salesforce.com platform and used by 12000+customers including 40% of the Fortune 5000 companies. Mr. Amoy is an alumnus of IIM Kozhikode and NIT Allahabad and is currently based in London.

Soumya Siddhant
Head
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