



Introduction to product portfolio management

You will learn what is a product portfolio and its relation to the strategy, types of portfolio projects (new, derivative, platform, supporting etc.), risk related to those projects and basic rules of portfolio management.

Building a portfolio

You will learn what are the financial (like ROI, Payback, NPV, IRR) and non-financial criteria for selecting NPD projects and selection methods like scoring and pass-fail tools.

Balancing a portfolio

You will learn to how balance a company portfolio and what are the best portfolio analysis tools (types of bubble charts, risk matrix etc)

Case study

Real life example of building a portfolio management process in the company and what challenges where met along the way