भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

ASSOCIATION OF MBAS ACCREDITED | AACSB Business Education Alliance Member | EQUIS ACCREDITED

Executive Programme in

Product Innovation with AI & Agentic AI

20 weeks | Online + Live Masterclasses

Go from product thinking to AI-first product building

#3 Top B-School in India
(Source: NIRF, 2025 *MANAGEMENT CATEGORY)

#4 B-School in India
#76 Global Rank
(Source: Financial Times, Open Enrolment Rankings 2025)

Programme Summary

Executive Programme in Product Innovation with AI & Agentic AI

Institute Name
Indian Institute of Management Kozhikode

Programme Duration
20 Weeks

Cost
INR 1,55,000/- + GST / AED 6902

Learning Mode
Online + Live masterclasses

Weekly Effort
4-5 hours per week.

Faculty
Led by renowned IIMK Faculty and Industry Experts

Future-Ready Curriculum
Integrated learning across Product Design, Generative AI, and Agentic AI

Eligibility
Bachelor's Degree or Diploma 10+2+3

Certificate
IIM Kozhikode will award a certificate of completion to participants who successfully complete the programme and achieve a minimum score of 70%.

Pedagogy:
Pre-recorded lectures by IIMK Faculty and Live Masterclasses by Industry Experts along with weekly office hours.

Campus Immersion:
1-day optional on-campus networking at added cost.

Learning Experience

- **Pre-recorded Videos -** Flexibility to learn at your own pace, around your busy schedule
- **Live Masterclasses -** Gain practical insights from industry experts
- **On-demand Learning -** Re-watch any lesson/ concept for deeper understanding
- **World-class Faculty -** Learn from the best faculty and industry practitioners
- **Cohort-based Learning -** Networking & community interaction by using discussion boards
- **Weekly Office Hours Sessions** - Join live sessions with programme leaders for doubt resolution

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this programme?
The programme includes high-quality pre-recorded videos by esteemed IIMK faculty, complemented by live masterclasses with industry experts and live online doubt-clearing sessions.

What is the role of the Programme Leader? Are they institute faculty?
Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are institute-approved industry practitioner.

Who grades/ gives input on the assignments and projects?
The assignment grading frameworks are created in collaboration with the institute faculty and Emeritus grading team.

Is there a qualifying mark/ grade to get the final certification in this course?
Yes, a minimum score of 70% in all required assignments to successfully complete the programme and receive a digital certificate of completion.

What if I miss the assignments for a particular week? Can I attempt them later?
It is upon the faculty's discretion if any re-attempt of the quiz or assignment would be allowed, and the evaluation methodology.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?
Doubt-clearing sessions and live masterclasses are conducted by Industry Experts.

Is there an opportunity to visit the IIM Kozhikode campus?
Participants can opt for a one-day on-campus networking event* at IIM Kozhikode at an additional cost, offering an opportunity to interact with peers from different cohorts and experience the campus environment firsthand. The optional on-campus event fee is INR 13,000 per participant (twin-sharing accommodation) or INR 15,000 per participant (single accommodation).

What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?
We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes.
Should you still feel the need to stop your learning journey, a refund request can be initiated before the programme commencement. However, after the programme commences, the fee becomes non-refundable.

What type of certificate will I receive?
Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?
You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme end date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Note: This programme summary is provided only for your convenience. You are advised to refer to the brochure for more information.

The IIM Kozhikode Advantage

From The Director's Desk

Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprint acknowledged and accredited by leading institutions of the world is a testimony to growth we have achieved in our 30-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalising Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

The emergence of AI-powered products is redefining the role of product professionals. Today's leaders must move beyond traditional product management and combine product thinking, human-centred design, and AI capabilities to create intelligent products and experiences. As organisations increasingly adopt AI, they seek professionals who can translate emerging technologies into meaningful business outcomes. Executive Programme in Product Innovation with AI & Agentic AI equips participants with the knowledge, tools, and practical exposure required to design, build, and scale AI-powered products.

What makes this transformation especially exciting is that AI-powered product innovation is no longer limited to technology specialists. Whether you are a product manager, business leader, consultant, entrepreneur, or innovation professional, understanding how to leverage AI is becoming an essential capability. Through this programme, you will gain the mindset, frameworks, and practical skills to thrive in an AI-first world. I am confident that the insights and capabilities you develop through this programme will help you lead with confidence and drive meaningful innovation.

Wishing you all the very best!

Prof. Debashis Chatterjee
Director, Indian Institute of Management Kozhikode

Debashis Chatterjee

The Shift From Product Management to AI-First Product Building

Traditional Product Management

Requirements • Roadmaps • Features

AI-First Product Design

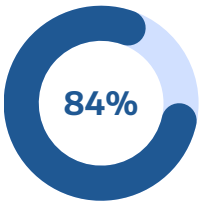
Discovery • Human-AI UX • AI Features

AI-Powered Product Building

Prototype • Build • Deploy • Automate

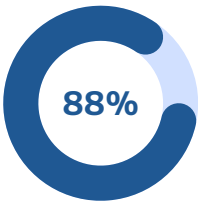
AI is transforming how products are discovered, designed, built, and improved. Product professionals are increasingly expected to move beyond managing roadmaps and features to designing intelligent experiences, automating workflows, and building AI-powered products. To stay relevant, professionals must develop the capabilities to identify AI opportunities, drive product innovation, rapidly prototype solutions, and build intelligent products across the lifecycle.

Why This Shift Matters



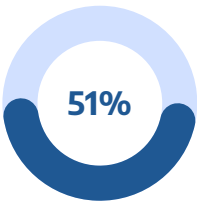
84% of product managers report that their organisations already embed Generative AI into at least some of their products, up from **58% in 2024.**

Source: Forrester, Product Management in 2026: GenAI Features Are Now Standard in Product Portfolios



88% of organisations report using AI in at least one business function, up from 55% just a year earlier.

Source: McKinsey State of AI Report, 2025



51% of AI product teams are now building agentic AI products, up from 21% in 2024. Agentic AI has become one of the fastest-growing product categories.

Source: Figma AI Report 2025

Learn What It Takes to Lead the Shift to AI-First Product Building

The 20-week **Executive Programme in Product Innovation with AI & Agentic AI** is designed for professionals who want to create intelligent products powered by Generative AI and Agentic AI. The programme combines AI-first product innovation principles with practical application across the product lifecycle.

Your Capability Evolution

From		To
Feature Thinking		System Thinking
Product Planning		Product Building
User Journeys		Human-AI Journeys
Workflow Design		Autonomous Workflow Design
Strategy		Strategy + Execution

The programme is designed to help professionals develop the capabilities needed for AI-first product innovation, design, and building. As product innovation becomes increasingly AI-driven and autonomous, participants will learn to move beyond traditional planning and feature management towards system thinking, human-AI experience design, workflow automation, and product execution.

Build Across the Product Lifecycle

Discover → Design → Prototype → Build → Deploy → Automate → Optimise → Scale

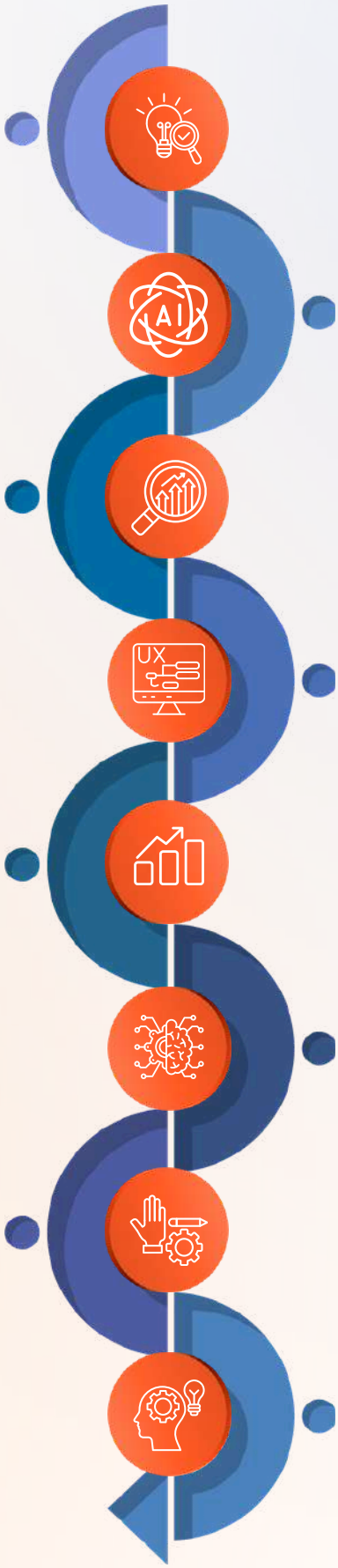
Capabilities You Will Build Through the Programme

Apply AI-first product thinking:
Identify and prioritise high-impact AI opportunities through real-world product challenges and the AI Product Opportunity Sprint project.

Gain hands-on experience in rapid prototyping:
Validate ideas quickly using 20+ AI, GenAI, and no-code tools across hands-on product-building projects.

Create intuitive human-AI experiences:
Learn to design trusted human-AI interactions with strong UX, explainability, and adoption principles through practical product applications and expert-led sessions.

Develop and scale AI-powered products:
Develop AI product strategies, business models, and governance frameworks informed by faculty-led learning and 4 industry expert masterclasses.



Leverage AI for customer discovery:
Generate customer insights, analyse feedback, and uncover unmet needs by building an AI-powered Voice of Customer (VoC) Insight Engine.

Design and build AI-powered products:
Create intelligent product features using GenAI and Agentic AI through 5 hands-on projects and an end-to-end capstone.

Design and automate intelligent workflows:
Build agentic workflows that can reason, act, and automate tasks through the Agentic Workflow Builder project and real-world use cases.

Measure, optimise, and scale AI-powered products:
Apply experimentation, product metrics, and AI-assisted insights to improve products through an end-to-end AI product capstone spanning discovery to deployment.

Programme Highlights

- **20 weeks faculty-led video** lectures systems
- **20 tools** for hands-on learning
- **4 industry expert** live masterclasses
- **Human-AI experience** design principles
- **4+ real-world mini** projects
- 1-day optional **campus immersion***
- AI-powered product **capstone project**
- End-to-end **AI product lifecycle coverage**
- **Prototype AI** features and workflows
- Design and **build agentic workflows** and autonomous product systems

Notes:

- Programme highlights are indicative and subject to change based on faculty availability, programme requirements, and learning outcomes.
- Live online doubt-clearing sessions will be conducted by industry experts.
- *The optional one-day campus networking event at IIM Kozhikode is available at an additional fee of INR 13,000 (twin-sharing accommodation) or INR 15,000 (single accommodation).
- Tools are covered conceptually and coverage may vary based on programme requirements and industry trends. Paid subscriptions are not included.

Who is This Programme For?

Designed for professionals looking to move beyond traditional product management and develop AI-first product design and product-building capabilities.

No coding experience required

Product Managers and Product Leaders

Ideal for product managers, product owners, group product managers, product leads, and product heads looking to move beyond roadmaps and requirements to design, prototype, and build AI-powered products.

Product Designers & UX Professionals

Designed for UX designers, product designers, design leads, and customer experience professionals who want to create intelligent, human-AI experiences powered by Generative AI and Agentic AI.

Technology & AI Professionals

Designed for technical product professionals, engineering managers, solution architects, AI practitioners, and technology leaders seeking to bridge AI capabilities with product strategy, design, and execution.

Aspiring Product Professionals

Ideal for professionals from business, consulting, marketing, operations, strategy, customer success, analytics, and other domains looking to transition into product roles and develop AI-first product design and product-building capabilities

Innovation, Digital & Transformation Leaders

Suitable for professionals leading digital transformation, innovation, strategy, automation, and enterprise initiatives who want to identify AI opportunities and drive product innovation at scale.

Founders & Product Innovators

Ideal for founders, entrepreneurs, startup leaders, and intrapreneurs looking to validate ideas, prototype AI-powered solutions, and accelerate product development using AI-first approaches.

A premium technology stack for AI-first product building

Gain hands-on experience with industry-standard AI, product, automation and analytics tools used to design, prototype, automate, and scale modern AI-powered products.

miro	ChatGPT	Notion	Looker Studio
Linear	slack	Typeform	hotjar
Whimsical	FigJam	copy.ai	Claude
Figma	DeepL	uizard	Jira
n8n	mixpanel	AMPLITUDE	Hugging Face

Notes:

- All product and company names are trademarks of their respective owners. Their use does not imply affiliation or endorsement.
- Tools are covered conceptually and may be updated or substituted based on programme requirements and industry trends.
- Paid tool subscriptions or software access are not included.
- Not all listed tools will have hands-on sessions. Select demonstrations may be offered by industry experts.

Live Masterclasses

Real-world lessons from product leaders
These masterclasses offer practical perspectives, emerging trends, real-world lessons and industry deep dives coming from leaders at the forefront of AI-driven innovation.

Delivered by:
Industry Expert

Mode of delivery :
Live Online

01

Week 5: Building AI-native products at scale
Discover how leading organisations are reimagining products for an AI-first world. Explore real-world case studies on Generative AI integration, product architecture shifts, and scaling AI-powered experiences.

02

Week 9: Designing human-AI experiences that users trust
Learn how to design trusted AI experiences by exploring conversational interfaces, explainability, hallucination management, and real-world human-AI interaction design.

03

Week 14: From copilots to agents: Designing autonomous workflows
Explore the shift from assistive AI to autonomous agents through real-world use cases in workflow automation, agent orchestration, and scalable AI system design.

04

Week 19: The future of product management in an AI-first world
Explore how AI is reshaping product strategy, team structures, and the role of product leaders. Learn about AI-native organisations, platform ecosystems, and building defensible AI-powered products.

Notes:
- The topics mentioned above are indicative and subject to change based on industry relevance.

Build, Don't Just Learn!

These are applied mini projects woven throughout the curriculum, culminating in an end-to-end AI Product Capstone.

Hands-On AI Powered Projects

01
AI Product Opportunity Sprint

- Identify high-potential AI opportunities
- Validate problems worth solving

02
VoC Insight Engine

- Extract customer insights using AI
- Turn feedback into product decisions

03
No code AI Prototype

- Build clickable AI product prototypes
- Test concepts before development

04
AI Experimentation & Metrics Plan

- Design AI experiments and success metrics
- Measure product, model, and business outcomes

05
Agentic Workflow Builder

- Design and automate intelligent workflows
- Create autonomous AI-driven processes

What Changes After Project-Based Learning Experiences

- A portfolio of AI-powered product projects that demonstrates your AI-first product design and building capabilities
- The ability to identify and validate AI product opportunities
- Practical experience building AI-powered products and workflows
- Confidence to prototype, test, and iterate rapidly
- Experience working across the AI product lifecycle

Notes:

- Hands-on projects are indicative and subject to change based on tools and faculty availability, programme requirements, and learning outcomes.
- Exact projects can be viewed once learners reach that part of the program. These are indicative.

A Curriculum built for the AI-first era

Master the capabilities required to build AI-native products through a comprehensive curriculum spanning product design, AI systems, user experience, product strategy, experimentation, and execution.

Module 1: Product Design Foundations

Thinking, Process and the Role of AI

- Importance of Product Design
- Product Managers and Design
- The Product Design Mindset: From Problem Discovery to Solution Framing
- Product Strategy
- The Modern Product Design Process: Research, Ideation, Prototyping and Iteration
- Where AI Changes Everything: How Generative AI and Agentic Systems Are Reshaping Product Design Practice
- AI as a Catalyst for Product Design

Module 2: AI, Generative AI and Agentic Systems

A Product Leader's Decision Toolkit

- How AI Systems Produce Outputs: A Product Leader's Mental Model
- Breaking Down AI Systems: From Data to Model to Output to UX
- LLM Capabilities and Their Product Applications
- Designing Around AI Limitations: Hallucination, Latency, Cost and Reliability
- Knowledge Architecture: RAG, Semantic Search and When Each Matters
- AI vs Rules vs No AI: The Product Decision Matrix
- What Agentic AI Actually Means for Your Product
- Understanding Agent Workflows: From Trigger to Reasoning to Action

Module 3: Built to Last

AI Product Strategy, Durable Competitive Moats and the Business Models That Actually Scale

- What Winning Actually Means in AI Markets: Strategy Frameworks for a Landscape Where the Technology Keeps Moving
- Competitive Moats in AI: What Actually Creates Durable Advantage When the Model Is Not Enough
- Data Network Effects vs Traditional Network Effects: How AI Platforms Compound Differently
- The Margin Problem: Designing AI Business Models Where Growth Does Not Destroy Profitability
- AI Business Models: Designing for Value Capture Without Destroying Margin or User Trust
- Build vs Buy vs Partner: Making the Architecture Decision That Shapes Your Competitive Position
- Platform Thinking for AI: Designing Products That Others Build On and Ecosystems That Compound
- Go-to-Market Strategy for AI Products: Positioning, Timing and the Narrative That Creates Market Pull

Module 4: Data as a Product Asset

Designing AI Products That Generate, Govern and Leverage Data as a Competitive Advantage

- The Data-Product Relationship: Why Every AI Product Decision Is Also a Data Decision
- Data Quality as a Product Design Constraint: Garbage In, Garbage Out at Product Scale
- Designing Products That Generate Better Data: The Flywheel That Separates AI Leaders From Followers
- First-Party, Second-Party and Third-Party Data: Building the Data Architecture Your AI Strategy Requires
- Data Governance for Product Leaders: Privacy, Consent and the Regulatory Obligations That Shape What You Can Build
- Synthetic Data and Data Augmentation: Building AI Products When Real Data Is Scarce, Sensitive or Biased
- The Build vs Buy Decision for Data: When to Own Your Data Infrastructure and When to Rely on External Providers
- Data Strategy on the Product Roadmap: Making Data Investment Visible, Prioritised and Accountable

Module 5: From Idea to Shipped

AI Product Development Process, R&D Strategy and Team Design

- The R&D Continuum: Where AI Product Work Actually Sits
- AI Development vs Traditional R&D: Six Structural Differences That Change Everything
- Applied Research in AI: When and How to Invest in Novel Solutions
- Technical Service in AI: The Fastest Path to Production Value
- Organising the AI Product Team: Structures, Roles and the Hub-and-Spoke Model

Module 6: Designing Human-AI Work Systems:

Workforce Transformation, Role Redesign and the Organisational Psychology of AI Adoption

- The Augmentation Imperative: Why the Most Important AI Product Design Decision Is How It Affects the Humans Around It
- Mapping Human-AI Workflows: Where Intelligence Assists, Where It Decides and Where Humans Must Lead
- Role Redesign in the Age of AI: Creating New Value From Human Capability That AI Releases
- The Organisational Psychology of AI Adoption: Fear, Identity and the Change Resistance That Data Cannot Overcome
- Designing AI Literacy Programmes That Actually Change Behaviour: From Awareness to Capability to Habit
- Leading Teams Through AI Uncertainty: The Communication and Psychological Safety Framework
- Measuring Human-AI Collaboration Effectiveness: Beyond Productivity to Wellbeing, Quality and Trust
- The Ethical Obligations of Workforce AI Transformation: What Product Leaders Owe the People Their Decisions Affect

Module 7: Product Opportunity Identification

AI-Powered Approaches to Customer Discovery and Voice of Customer

- From Noise to Signal: Why Traditional Customer Discovery Fails at Scale and What AI Changes
- Mapping Where Customer Truth Lives: Reviews, Tickets, Transcripts and Behavioural Signals
- Extracting Themes at Scale: Using AI to Surface Patterns from Unstructured Data

- Sentiment and Intent Analysis: Understanding Not Just What Customers Say But What They Mean
- Translating Customer Signals into Product Opportunity Hypotheses
- Validating AI-Generated Insights: Where Human Judgment Remains Non-Negotiable
- Building a Continuous VoC Pipeline: From One-Time Research to Always-On Opportunity Intelligence
- Prioritising What You Find: Scoring and Sequencing Product Opportunities for Maximum Impact

Module 8: Know Your User Deeply

AI-Driven Personas, Segmentation and Behavioural Intelligence

- From Static Documents to Living User Models: Why Traditional Personas No Longer Hold
- AI-Assisted Persona Generation: Building Richer Profiles from Mixed Research Inputs
- Jobs-to-Be-Done Meets Behavioural Data: Understanding What Users Are Actually Trying to Accomplish
- Behavioural Segmentation: Beyond Demographics and Firmographics
- Identifying High-Value, At-Risk and Dormant Cohorts: Predictive Segmentation in Practice
- The Installed Base Effect: How AI Personalisation Builds Switching Costs and Deepens Retention
- Designing Personalisation-Ready Segments: Structuring User Intelligence for Product Action
- Avoiding the Traps: Over-Segmentation, Noisy Insights and the Discipline of Actionable Intelligence

Module 9: Finding What's Worth Building

Opportunity Mapping and AI-Powered Problem Prioritisation

- Opportunity Discovery: Mapping Market Gaps, User Pain Points and Unmet Jobs Using AI Signal Analysis
- From Ansoff to AI Opportunity Horizons: Choosing Between Incremental and Radical Bets
- Estimating Market Size With Rigour: TAM, SAM and SOM in an AI-Shaped Market
- From Signal to Decision: Using AI to Synthesise Research, Validate Assumptions and Commit to the Right Problem

- Validating Problem-Solution Fit Before You Build: AI-Assisted Research as a Risk Reduction Tool
- Prioritisation Frameworks for Product Leaders: Scoring, Ranking and Defending What Gets Built Next
- Linking Opportunities to Measurable Business Outcomes: The Bridge Between Discovery and Accountability
- Translating Insights into Actionable Product Roadmaps: From Prioritised Opportunity to Committed Plan

Module 10: Design Thinking and Human-Centered Innovation

- Empathy at Scale: Understanding Users Deeply Through Research, Observation and AI-Assisted Synthesis
- From Insight to Idea: Defining the Right Problem and Generating Solutions That Actually Fit
- Framing User Problems Where Outcomes Are Non-Deterministic
- Mapping AI Touchpoints in End-to-End User Journeys
- Human-AI Collaboration Patterns: Assist, Augment, Automate

Module 11: Applications of GenAI in Product Design and Workflows

- Internal Productivity vs Customer-Facing AI: Choosing Where to Apply GenAI First
- Design Simplification Through GenAI: Doing More With Less Complexity
- Concurrent Engineering With AI: Collapsing the Loop Between R&D and Marketing
- Writing PRDs and User Stories With AI Copilots
- Generating UX Copy, Onboarding Flows and FAQs
- Automating Competitor Research and Feature Benchmarking
- AI for Product Documentation and Knowledge Management
- Estimating Cost vs Value of GenAI Features at Scale

Module 12: The Art of Instruction

Prompt Engineering as a Core Product Design Discipline

- Why Prompting Is a Product Design Act: The Mental Model Every Product Leader Needs
- Prompt Anatomy for Product Use Cases: Structure, Specificity and Constraints

- Few-Shot Design and Output Shaping: Teaching the AI What Good Looks Like
- Prompting for Personalisation: Designing Dynamic Instructions That Adapt to User Context
- Chain-of-Thought and Reasoning Prompts: Designing AI Features That Think Before They Answer
- Guardrails, Safety Prompts and Prompt Injection Defence
- Prompt Governance: Managing, Versioning and Auditing Prompts as Product Assets
- Evaluating Prompt Performance: How Product Leaders Measure Whether Their Instructions Are Working

Module 13: AI-Driven UX, Interaction Design and Human-AI Interfaces

- Rethinking the Interface Contract: How AI Changes the Fundamental Relationship Between User, Product and System
- The Tripartite AI Interface: Designing for End Users, Channel Members and Suppliers Simultaneously
- The UX of Mental Models: Designing With and Against What Users Already Believe About AI
- Designing Conversational Flows and Prompt-Driven Interactions
- Designing for Uncertainty: UX Patterns for Non-Deterministic Outputs
- Explainability as Interface: Making AI Reasoning Visible Without Adding Cognitive Load
- Building Trust Through Transparency, Control and Fallback Flows
- Testing the Untestable: Usability Methods for AI Interactions Where Outputs Vary

Module 14: Designing AI Products for Diverse and Global Markets

Localisation, Cultural Intelligence and Inclusive AI at Scale

- Why AI Products Fail Across Cultures: The Design Assumptions That Travel Badly
- Linguistic Diversity as a Product Design Challenge: Building AI Products That Work Across Languages and Scripts
- Cultural Intelligence in AI Product Design: Values, Norms and the Invisible Assumptions in Your Product
- Inclusive AI: Designing for Users Across Economic, Educational and Connectivity Divides
- Regulatory Diversity in Global AI Deployment: Navigating Compliance Across Multiple Jurisdictions Simultaneously

- Localisation vs Personalisation: The Distinction That Changes Everything About Global AI Product Strategy
- Building Diverse AI Teams: Why the People Who Build the Product Shape What the Product Assumes
- Global Launch Strategy for AI Products: Sequencing Markets, Building Local Trust and Managing Cultural Risk

Module 15: Build to Learn

Rapid Prototyping of AI Products with GenAI and No-Code Tools

- Compress Every Loop: The Philosophy of Rapid Product Development in the AI Era
- Fidelity Strategy: Matching Prototype Depth to the Question You Are Actually Trying to Answer
- Prototype Thinking as a Leadership Skill: Why Showing Always Beats Telling
- Text-to-UI and AI Wireframing: From Written Description to Testable Interface in Minutes
- Simulating AI Behaviour: Building Digital Twins of Your AI Features Before Engineering Begins
- No-Code Builders for Functional AI Prototypes: From Concept to Clickable in a Single Session
- Prototyping Agentic Workflows and AI Feature Interactions
- From Prototype to MVP: Capturing What You Learned and Converting It Into Build Requirements

Module 16: Agile for AI

Evolving Your Development System to Build, Test and Ship Intelligent Products Reliably

- Why Standard Agile Breaks Under AI Conditions: The New Uncertainties Product Teams Must Design For
- Agile NPD for AI: Welcoming Late-Stage Change
- The AI Product Definition of Done: Rewriting Acceptance Criteria for Non-Deterministic Features
- AI-Assisted Sprint Planning & Backlog Grooming: Working Smarter at the Ceremony Level
- Writing Better Tickets & Acceptance Criteria With AI
- Testing AI Features: Structured Evaluation Scenarios and the Limits of Conventional QA
- AI Observability on the Roadmap: Monitoring as a Shipped Feature
- Speed vs. Reliability: The AI Product Release Framework for Confident, Sustainable Shipping

Module 17: From Copilot to Autonomous

Designing, Deploying and Governing AI Agents as a Product Leader

- The Agent Trust Spectrum: Calibrating Autonomy as a Deliberate Product Design Decision
- Designing Human-in-the-Loop Checkpoints: Where Oversight Must Be Built In, Not Bolted On
- Automating Complex Research and Cross-Team Workflows With Agents
- Common Agent Failure Modes and How Product Leaders Prevent Them
- Agent ROI: Building the Business Case for Autonomous Systems Beyond Cost Reduction
- Governing Agentic Systems: Accountability, Auditability and the Product Leader's Ongoing Responsibility

Module 18: Evidence-Led Product Leadership

Metrics, Experimentation and AI Insight That Drive Better Decisions

- From Vanity to Value: Building the Right Metric Stack for AI Products
- Behavioural Analytics and the AI Feature Funnel: Seeing How Users Actually Interact With Intelligence
- Goodhart's Law and Metric Manipulation: When Optimising for the Measure Destroys the Value
- Designing A/B Tests for AI Features: Where Standard Experimentation Methodology Needs to Evolve
- Causal Inference for Product Leaders: Moving From Correlation to Decisions You Can Defend
- Using AI to Generate and Interpret Product Insights: Augmenting Analytical Judgment at Scale
- Experimentation for Agentic Features: Testing Systems That Act, Not Just Systems That Display
- Post-Launch Review as a Learning System: Using AI to Validate or Reject the Assumptions You Made in the Fuzzy Front End

Module 19: Personalisation at Scale

AI Recommendations, Growth Loops and the Ethics of Designing for the Individual

- Why Personalisation Is Now a Product Necessity, Not a Premium Feature: The Competitive and Behavioural Case
- From Rules to AI: Understanding How Recommendation Systems Actually Learn and Decide

- The Cold Start Problem: Designing Personalisation That Works Before You Know Anything About the User
- Designing Onboarding and Lifecycle Personalisation Flows: From First Impression to Deep Habituation
- Contextual Personalisation: Designing Experiences That Respond to the Moment, Not Just the History
- Building Growth Loops Using AI-Triggered Actions: Designing Compounding Retention Mechanisms
- Balancing Personalisation With Privacy, Autonomy and Trust: The Ethics Product Leaders Must Own
- Measuring Personalisation: Retention, Diversity, the Engagement Trap and the Filter Bubble Risk

Module 20: From Product Decisions to Organisational Accountability

Building the Responsible AI Leadership Framework

- Connecting the Dots: How Every Product Decision in This Curriculum Is a Responsible AI Decision
- The Regulatory Imperative: India's AI Policy Framework, the EU AI Act and What Product Leaders Must Build For Now
- Institutional Accountability: Designing the Organisational Structures That Make Responsible AI Self-Sustaining
- Leading the Transformation: Driving AI Adoption Across an Organisation Without Leaving Responsibility Behind

AI Product Capstone

Learn and Apply: Staggered Across Each Module

- Build an end-to-end AI-powered product across the programme.
- Apply concepts from every module to progressively develop your capstone.
- Enhance your solution each week as you learn new AI product-building capabilities.
- Graduate with a portfolio-ready AI product that showcases your end-to-end product-building skills.

Note:

- Modules/topics are indicative only, and the suggested time and sequence may be dropped/modified/ adapted to fit the total programme hours.

Why This is More Than a Traditional Product Programme

What Most Product Programmes Offer	What This Programme Enables
Learn how to manage products and roadmaps	Learn how to **build AI-powered products end-to-end**
AI covered as a feature or productivity tool	AI as the **foundation of product innovation, design and execution**
Focus on frameworks, strategy, and case studies	Focus on **prototyping, workflows, and real product creation**
Use of GenAI tools for assistance	Design intelligent **workflows powered by AI agents**
Understand product lifecycle concepts	**Execute the lifecycle** — from discovery to deployment and scale
Limited hands-on exposure	**Build across multiple projects + AI product capstone**
Feature-level thinking	**System-level thinking** (products that learn and evolve)
User journeys	**Human–AI interaction design & intelligent experiences**
Static workflows	**Autonomous workflows powered by AI agents**

Programme Faculty

Prof. Deepak S Kumar

Associate Professor
Marketing Strategy, Innovation & Technology Adoption
IIM Kozhikode

Dr. Deepak S Kumar is an **Associate Professor in Marketing at Indian Institute of Management Kozhikode**. He is a Fellow (Ph.D.) from the Indian Institute of Management Kozhikode, holds an MBA from the University of Calicut and a B.Tech (Architectural Engineering) from NIT Calicut. He completed Harvard Business School certifications in the Global Colloquium on Participant-Centred Learning (2025) and Case Writing (2026). He has a total of 17 years of work experience in the industry and academia. A visiting scholar at institutions including the University of Akron (US) and the University of Salford (UK), he is a member of international bodies such as the American Marketing Association (AMA) and the Academy of Marketing Science (AMS).

He has published in top journals such as Journal of Service Research, Journal of Services Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of Brand Management, Journal of Vacation Marketing, Marketing Intelligence & Planning, and Computers in Human Behavior, and in conference proceedings for AMA and AMS. His commentary has appeared in outlets like Forbes India and The Hindu Business line. He is a frequent invited speaker and session chair at international conferences and reviews for international journals.

At IIM Kozhikode he teaches Marketing Management, Creativity & Innovation, Marketing of Services, Innovation & Design Thinking, Experiential & Luxury Marketing (MBA/executive) and Marketing Theory and Readings in Aesthetics & Sensory Marketing (PhD). He is a key resource person for on-campus and online MDPs/FDPs on Marketing, Innovation and Design Thinking, consults on Design Thinking, service innovation and NPD.

The IIM Kozhikode advantage certified Certificate

Upon successful completion of the programme and achieving a minimum score of 70%, participants will receive a prestigious digital certificate from IIM Kozhikode. This credential can be showcased on your resume, LinkedIn profile, and professional portfolio as evidence of your ability to design, build, and scale AI-powered products using Generative AI, Agentic AI, and modern product-building approaches.

No: xxxxxxxxx/##1

भारतीय प्रबंध संस्थान कोषिक्कोड

Indian Institute of Management Kozhikode

eMDP (Asynchronous)

Executive Programme

This is to certify that

Name of participant

participated and successfully completed the programme

Executive Programme in Product Innovation with AI & Agentic AI

(Start Date - End Date)

Programme Facilitators | Chairperson - MDP | Director

Notes:

- All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.
- A participant with less than 70% in the overall evaluation will not be awarded any certificate.

An Exclusive On-Campus Experience at IIM Kozhikode

- Executive Programme in Product Innovation with AI & Agentic AI offers an **optional one-day networking event at the IIM Kozhikode campus**, providing participants with an opportunity to experience the institute's academic environment, connect with a diverse community of professionals, and engage with the IIM Kozhikode ecosystem beyond the online programme.

- Designed to complement the online learning experience, the event enables participants to interact with faculty, network with peers from different cohorts, and build meaningful professional connections. The optional on-campus event fee is INR 13,000 per day for twin-sharing accommodation and INR 15,000 per day for single accommodation.

Programme Details

Starting Date:	22 December, 2026
Programme Duration:	20 Weeks
Programme Fee:	INR 1,55,000 + GST / AED 6902
Mode of Delivery:	Online + Live Masterclasses
Eligibility:	Bachelor's Degree or Diploma (10+2+3)

Notes:

- Any extra payment during the tenure of the programme will have to be borne by the students (such as arrear fees, registration fees, payment gateway charges and taxes, etc).
- The actual programme schedule will be announced closer to the programme start. GST (currently @ 18%) will be charged extra on these components. Additional convenience charges will be applicable on instalment payments
- *The optional on-campus networking event is a one-day programme that allows learners to connect with peers from different cohorts at the IIM Kozhikode Campus. The fee for this event is INR 13,000 per day as the optional in-campus fee for twin-sharing mode of accommodation and Rs. 15,000 per day for single accommodation.

About IIM Kozhikode

#3 NIRF India Ranking 2025, Management

Established in 1996, with its first Post Graduate Programme (PGP 01) officially initiated in 1997, the Indian Institute of Management Kozhikode (IIMK) is on a high-growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. In 2013, IIMK set up a satellite campus at Infopark, Kochi, dedicated to Executive Education. The institute also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides introducing dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). IIMK is also home to IIMK LIVE – a first-of-its-kind start-up incubation programme, the Indian Business Museum and seven Centres of Excellence.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) — marking the third successive year among India's Top 3. The institute also features regularly among top global institutions for its flagship MBA (PGP) and EMBA (EPGP) in the QS World University Rankings. IIMK has leapfrogged 100 spots to secure a place in the Top 151–200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost to IIM Kozhikode's global credentials, newly launched programmes like PGP-BL (2019) and PGP-Fin (2020) have also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #76 globally in the Financial Times Open-Enrolment Executive Education Rankings 2025. The feat has further consolidated the 30-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute has also consistently featured among the Top 70 MBA programmes globally in the Financial Times Masters in Management (MiM) Rankings for its flagship PGP. Over the past two decades, IIM Kozhikode has successfully delivered close to 1,450 MDP programmes, training more than 55,000 participants from 200+ organisations, including several Fortune 500 companies.

About Emeritus

Emeritus partners with top global universities to offer accessible, high-quality online courses that empower professionals to upskill, innovate, and excel in their careers, with a focus on practical, real-world learning.

3,50,000+

Learner Base

Emeritus learner base spread across 80+ countries, is a testament to the wide-reaching impact of our future-focused programmes.

88%

Career Impact

The percentage of learners who state that an Emeritus program has had a positive impact on their career and professional development, with 9 out of 10 witnessing the impact within 12 months.

80+

Partner Institutions

We collaborate with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China to make world-class education globally accessible.

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WhatsApp an advisor on +91 86570 38243*

*This number does not accept any calls. Please message your queries.

For registration and any other information, please get in touch with us at **iimk.execed@emeritus.org**

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In collaboration with

EMERITUS

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