



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*



# PRODUCT STRATEGY

5 Months, Live Online Sessions

# // Overview

McKinsey & Co describe Product Managers as mini-CEOs\* and rightfully so, given today's dynamic business environment. With the accelerated pace of digital transformation, data-driven insights, emphasis on design, and high customer expectations, product-centric management has emerged as the hottest profession today.

IIM Kozhikode's **Product Strategy** programme provides a comprehensive blend of both data-driven insights and strategic product understanding, coupled with effective communication and management. Become an industry-ready product manager and leader with proficiency in developing a business model with a customer-centric, value-driven product at the centre and efficiently navigate each stage of the product life cycle.

*\*Source: Product Managers for the Digital World, McKinsey & Co, 2017*

## Starts On

March 30, 2022\*

## Duration

5 Months

## Programme Fee

INR 1,16,000 + GST

*\*Begins with introduction to platform*



# // Who is this Programme for?

This programme is most relevant for:

Mid to senior-level professionals working on product development, product management or product strategy roles and professionals from across functions who are a part of the product's life cycle directly or indirectly.

Executives who want to develop a strategic mindset that revolves around product strategy as a path to business growth.



# // Programme Highlights



Live Online Video Lectures



Assignments



Real-world Case Studies & Capstone Project



Sessions by Industry Experts & Eruditus Global Faculty



Peer-to-peer Learning



Accelerate Career Growth

# // Programme Directors



## **Prof. Atanu Adhikari, PhD**

*Professor, Indian  
Institute of  
Management  
Kozhikode*

Professor Atanu Adhikari is a Commonwealth Academic Fellow to London Business School UK, Visiting Researcher to Syracuse University USA, PhD (ICFAI University with one year visiting program at Syracuse University, USA), an MBA (Gold Medallist, IISWBM, University of Calcutta) and a BE (National Institute of Technology, Durgapur). He is actively involved in scholarly academic research work, which has been published in many national and international peer-reviewed academic journals and presented in conferences. He has co-authored several books published by leading international publishers and has also authored several case studies that are published and distributed by Ivey Publishing, Canada and Harvard Business Publishing, USA. Over the last 15 years, he has designed and conducted several executive education and management development programmes for over 10,000 middle and senior management executives working in Fortune 500 companies, large Indian companies and public sector organisations.



## **Prof. Sreejesh S, PhD**

*Programme Director  
& Assistant  
Professor, Marketing  
Management*

Professor Sreejesh's primary research interests include marketing analytics, brand management, services marketing, and online marketing & advertising. His publications have appeared in Journal of Brand Management, Industrial Marketing Management, European Journal of Marketing, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, International Journal of Contemporary Hospitality Management, Internet Research, Journal of Product and Brand Management, Journal of Service Theory and Practice, International Journal of Bank Marketing, etc. He serves on the editorial board of International Journal of Consumer Studies. He has also authored books of international repute with Pearson India and Springer International.

Note:  
- Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.  
- Eruditus global faculty sessions could be scheduled on a different time zone, depending on speaker availability.

# // Eruditus Global Faculty



**Paul Kamp**

*Principal, Blueberry Hill Enterprises*

Paul has a passion for general management, covering all phases of product marketing, product management and program management. In the last 30 years, he has worked for, consulted and mentored many companies and senior management teams in achieving their growth objectives. In delivering solutions, he has used collaboration and remote work technologies with companies and customers around the world.

*Note: This is a tentative list, and the confirmed global faculty will be shared closer to the programme commencement.*



# // Programme Modules

## MODULE 1: PRODUCT CONCEPTION AND STRATEGY

- Value creation, communication, and delivery
- Defining opportunities - Focus Group Discussion
- Product Opportunity Gap
- New product strategy: positioning and pricing

## MODULE 2: NEW PRODUCT DEVELOPMENT

- New product development, product modification
- Conjoint Analysis for new product development
- Use of analytical techniques in new product development strategy
- Estimating value of product features

## MODULE 3: MARKETING OF NEW PRODUCTS

- Developing go-to-go strategy for technology products
- Marketing plan formulation
- Calculating possible market share, preference share
- Market orientation, competitor orientation

## MODULE 4: PRODUCT LIFECYCLE MANAGEMENT AND STRATEGY

- Elements of strategy formulation
- Managing Product portfolio
- The product life cycle and strategy formulation
- Product innovation and growth through partnership
- Customer analysis for product strategy 1
- Customer analysis for product strategy 2

## MODULE 5: AGILE TECHNIQUES AND PEOPLE MANAGEMENT

- Principles of agile development and scrum
- Transition to agile
- Managing remote teams
- Influence without authority

# // Programme Modules

## MODULE 6: HARVARD BUSINESS SCHOOL PUBLISHING SIMULATION

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

*Disclaimer: This programme deals with insights and best practices on product management strategies. While the learning is relevant to both technical and non-technical participants, this programme should **not** be considered as a pure play 'Digital Product Management' programme.'*

## // Capstone Project

The capstone project is an integral part of the successful programme completion and will run throughout the programme duration. Participants will learn to identify a real business challenge related to product strategy of an organisation/industry, collect primary/secondary data, and apply concepts discussed in the modules to source a probable solution. This project will enable a deep understanding of the subject matter and foster the practical application of the programme learning in real-world business scenarios.





# // Real-world Case Studies

## **Indraprastha Cold Storage Ltd: Value Added Strategy in an Emerging Market** by S. P. Raj & Atanu Adhikari

Indraprastha Cold Storage Ltd. (IPCSL) has made substantial investments in upgrading its cold storage to differentiate itself from the competition. By providing superior product quality, it can charge a premium for its value-added cold storage service. However, competitors lowered their rates to capture even more customers. IPCSL must decide on a course of action, taking into consideration the constraints of growing, transporting, storing and selling fruits in India.

## **Switz Foods Pvt. Ltd.: Competing against Its Own Creation** by Atanu Adhikari and Seema Lall

With innovative and emotion-centric market positioning, Monginis (brand name created under a franchise agreement from 1989-2014) quickly became the number one bakery brand in Eastern India. In 2015, the franchise licence was discontinued while enforcing a three-year ban that Monginis would not enter the territories where SFPL had held the Monginis franchise, and a new bakery brand, Mio Amore, was created. This case explores the dilemma of the managing director of Switz Foods Pvt Ltd (SFPL) on how to sustain Mio Amore's leadership position while countering the competition from the former brand.

## **Launch of the Pleasure Scooter** by Atanu Adhikari & S P Raj

In March 2006, Hero Honda was about to launch its first scooter in the market tentatively keeping India's women as primary user. Since 1984, the company had been involved in motorcycle manufacturing and had become the largest motorcycle manufacturer in the world. Consequently, Hero also developed manly appeal of its brand. Anil Dua, the Vice President of Marketing department had to decide on the positioning, branding, advertising, and promotional strategies for a woman friendly product with a man only image of its 30 years old brand.

*Note: Listed above are a few indicative case studies and the programme will include additional case studies specially curated by the faculty.*

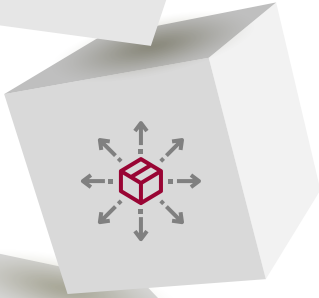
# // Learning Outcomes



Identify a market opportunity and conceptualise a customer-centric value-driven product



Efficiently manage each stage of the product life cycle



Create a disruptive business model with the product in the centre



Learn how to develop, test, and refine the product to maximise results



Understand the implications of digital disruption and evolution in the product strategy paradigm

# // Participant Testimonial



**Joshna Ushass**

*Project Lead,  
Persistent Systems Ltd*

“This programme has laid a strong foundation to accelerate my career path. Our professors are highly talented and always went the extra mile to clarify any doubts we had. They were a constant source of inspiration, and the insights they gave were truly beneficial. Peer interaction was excellent which added to the immense learning experience.”



**Kartik Sridhar**

*Director of Product  
Management,  
Quest Software*

“This programme offered insights into product and marketing strategy with real-time business cases for deeper understanding to take forward the learning into the real world. Prof. Adhikari and Prof. Sreejesh made the classes very lively and interactive!”



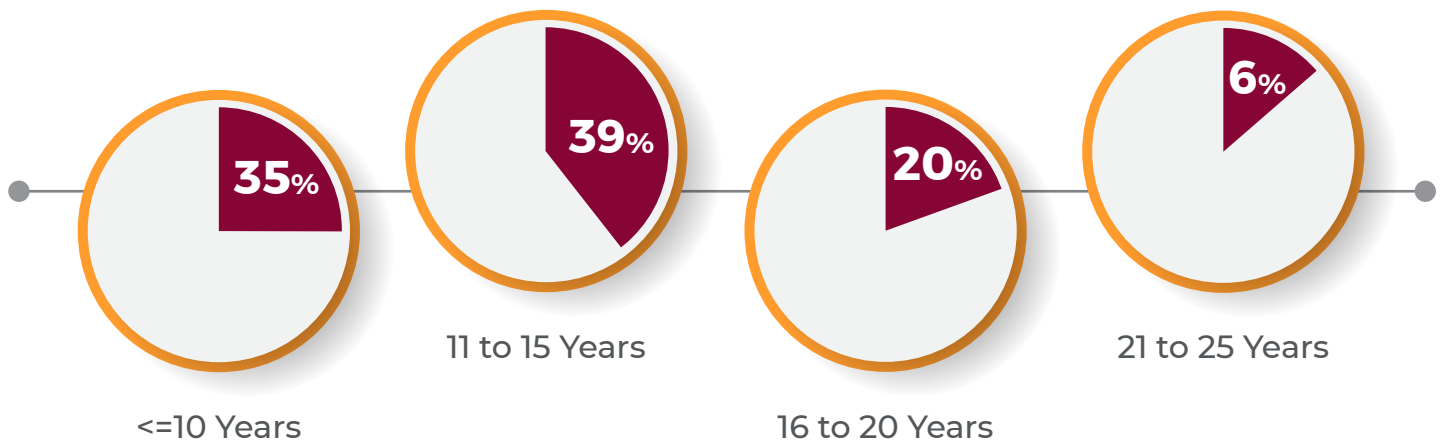
**Sumedh Sudhakar  
Ganpate**

*Sr. Collaboration  
Practice Leader for  
EMEA & APAC,  
Avaya*

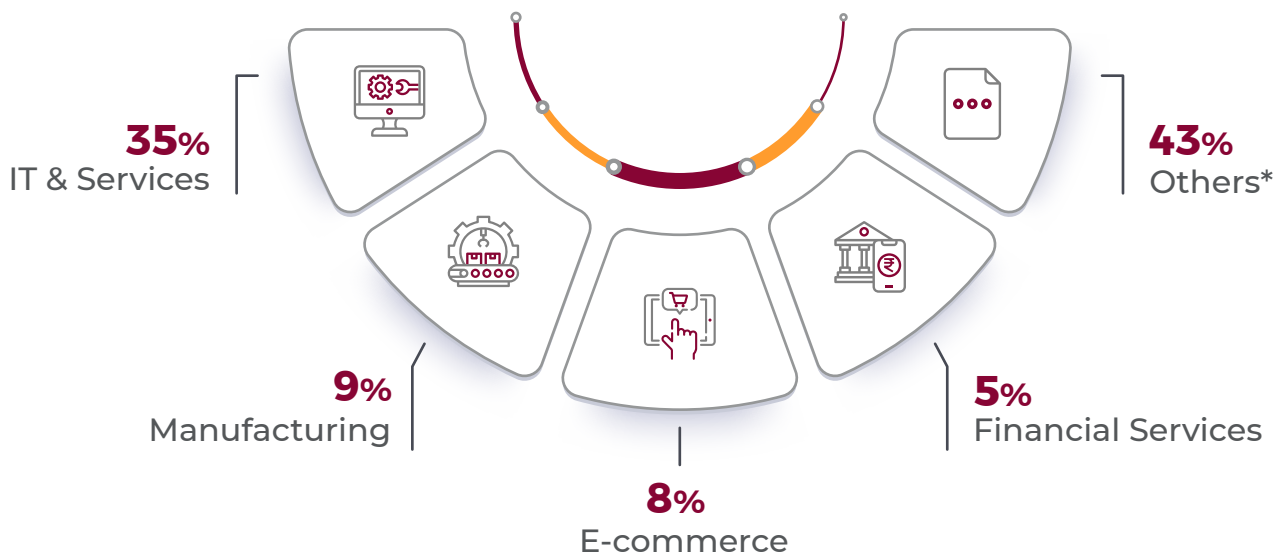
“Prof. Adhikari and Prof. Sreejesh, both brought excitement and real-world case studies to firm up our concepts and learning. This has helped me to diversify my career into the product strategy field.”

# // Past Participant Profiles

## Work Experience

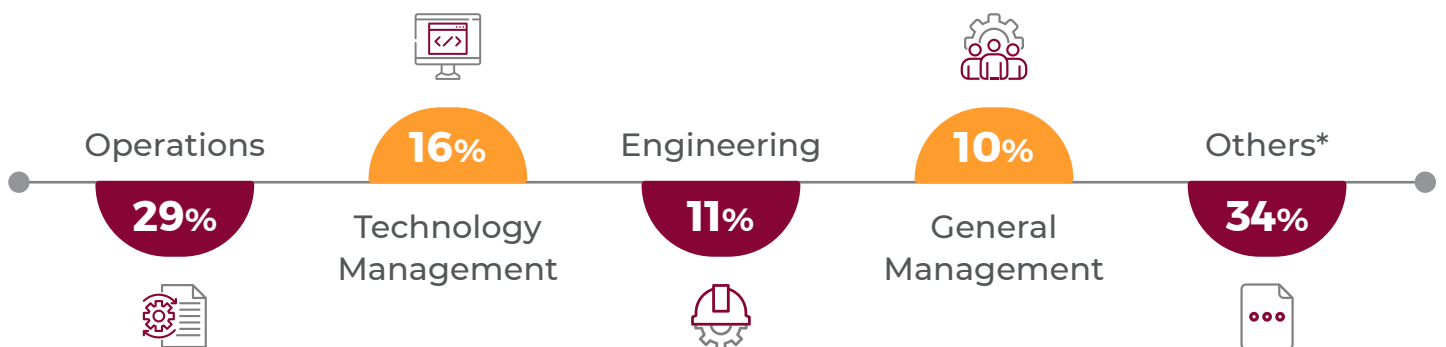


## Industries



\*Others include Agriculture, Consulting, FMCG and Healthcare amongst others.

## Functions



\*Others include Consulting, Manufacturing, Marketing, and Product Management amongst others.

# // Programme Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components, but have a minimum attendance of 75% shall be awarded a participation certificate.



*Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

## Eligibility

Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline with a minimum of 2 years of work experience (after graduation) as on March 30, 2022.

## Evaluation

The evaluation methodology is at the discretion of the faculty and includes online exams, case analysis, class contribution, assignments and any other components. Participants will have to secure the minimum pass marks in the respective evaluation components.

# // Programme Details

**Programme Fee** INR 1,16,000 + GST

## Instalment Schedule

Particulars	Remarks	Amount
<b>Booking Amount</b>	Within 7 days post selection	INR 18,000 + GST
<b>Instalment I</b>	Apr 2, 2022	INR 40,000 + GST
<b>Instalment II</b>	Jul 5, 2022	INR 58,000 + GST

Note:

- The actual programme schedule will be announced closer to the programme start
- In case a programme session corresponds with a public holiday, the session would be held on the following day
- GST (currently @ 18%) will be charged extra on these components

## Round-wise Application Dates

Particulars	Application Fee	Dates
<b>Round 1</b>	INR 2,500 + GST	Feb 14, 2022
<b>Round 2</b>	INR 3,000 + GST	Mar 3, 2022

Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds. The actual programme schedule will be announced closer to the programme start.

## Programme Schedule

### Academic Orientation

April 6, 2022

### Live Online Sessions

3 hours per week

Wednesday, 6:45 PM to 9:45 PM

### Programme Application Link

[Click here](#) to apply to the programme.

Finance options available. [Click here](#) to learn more.

For more information, please email at [iimk@eruditus.com](mailto:iimk@eruditus.com)

Note: In case a programme session corresponds with a public holiday, the session would be held on the following day.

# // Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

## 1. Your Photo ID Proof:

- You can submit a scanned copy of **ANY ONE** of: PAN Card or the first two pages of your Passport

## 2. Your Graduation/ Degree:

- You can submit a scanned copy of **ANY ONE** of: Degree certificate, provisional Degree certificate, marks transcript or score transcript

## 3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme
- You can confirm the minimum work experience requirement of a programme under the heading '**Eligibility**' in the brochure or the programme website
- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.
  - These documents must be issued by your company
  - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company



# // System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/ Laptop/ Mac with

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/ Laptop/ Mac.





# // About IIM Kozhikode

IIM Kozhikode ranks 15th in Asia Pacific and #101+ globally in the QS World University Global Executive MBA Rankings 2020. Since its inception, IIM Kozhikode has successfully carved its niche in the area of management education, through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.

# // About Eruditus

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.



Apply for the programme here

**APPLY NOW**

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For registration and any other information, please get in touch with us at [iimk@eruditus.com](mailto:iimk@eruditus.com)

 [WhatsApp an Advisor On +91 7208889990\\*](https://wa.me/917208889990)

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

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