



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

Professional Certificate Programme in Advanced Product Management (Batch 07)



8 Months



Live Online +
Campus Immersion



₹1,95,000 + GST



IIM Kozhikode Advantage

From the Director's Desk



Over the years, product development has evolved from 'want creation' to 'need fulfilment'. Contemporary customer-centric perspectives and user-focused philosophies like design thinking has refined product development into a scientific, data-driven process. Thanks to this focus on the customer, product management is all about gaining an intimate understanding of customers and the ability to create tailored solutions for them. That's where product management comes in.

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 footprints acknowledged and accredited by leading institutions of the world are a testimony to the growth we have achieved in our nearly 30-year journey of academic excellence.

At this juncture, it is also pertinent to share that both the 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: Globalizing 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 make us believe that this is a legitimate aspiration.

Wishing you all the very best!

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

Product Managers: Custodians of Products

Product managers play a strategic role in combining user-focus, business savvy, and technological expertise to create strong product outcomes. They're also responsible for communicating product objectives and plans and ensuring that everyone works towards a shared organisational goal. Product managers need a wide variety of skills to be successful. Effective and successful product managers are curious, thoughtful, and organised, with a relentless focus on customer needs.

Essential Product Manager Skills



Product Managers use the product life cycle—the FIVE distinct stages of Development, Introduction, Growth, Maturity, and Decline—for decision-making and strategy development throughout each stage. A comprehensive grounding in contemporary product management principles and frameworks will lead to a fulfilling career in this domain.



Programme Overview

IIM Kozhikode's Professional Certificate Programme in Advanced Product Management (Batch 07) stands as a distinguished and forward-looking academic offering in the realm of professional education. Guided by the expertise of IIMK's esteemed faculty, the programme is designed to equip participants with advanced skills and strategic insights essential for navigating and excelling in today's complex and evolving business landscape.

Duration

8 Months

Schedule

Sunday, 9:00 AM to 12:00 PM

Programme Highlights



2-day campus immersion with physical classroom sessions (6+6 hours)



Live online classroom lectures (21 sessions of 3 hours each)



Field research case studies



Two simulations that comprehensively covers advanced product management



Capstone project identified & mentored by Programme coordinator



25-hour non-classroom real life project mentored by Programme coordinator

Programme Curriculum

Module 1: Introduction to Product Management and Value Proposition

Value creation, value communication and value delivery

Module 2: Product Management and its Value Proposition (.cont.)

Case study on Indraprastha cold storage on value creation, value communication and market identification

Module 3: Strategic Elements in Product Management

Competitive Strategy, Porter's value chain, market opportunity analysis, case study

Module 4: Market Segmentation & Buyer Persona Development

Identifying market segment and developing buyer's persona, case study

Module 5: Product Positioning & Launch Strategy

Differentiation, Product positioning, Point of parity, point of difference, case study

Module 6: Design Thinking in Product Management

Role of design thinking in product management

Module 7 (2 days): Disruptive innovation and Marketing Innovative Product

Simulation 1 Disruptive innovation, innovative product marketing, simulation - crossing the chasm

Module 8: New Product Development (NPD) Process

Product Idea concept generation and selection and scoring, product launch, class activity.

Module 9: (3 days): Analytics for Product Managers

- Qualitative research to identify customer needs, Focus group discussion, survey method to collect user data
- Descriptive analytics to take product decisions,
- Predictive analytics (regression analysis) for future decision making and prescriptive analytics.
- Analytics for new product development, market share calculation, estimating product cannibalization.
- Machine learning for text analytics and sentiment analytics

Module 10: Artificial Intelligence in Product Management (2 Days)

Large Language Model and AI in product management

Module 11: Product Management at the Bottom of the Pyramid (BOP)

Product management strategy for BOP consumers

Module 12: Agile Product Management, MVP & MDP

Traditional vs Agile methodology, SCRUM, Sprint, minimum viable product, minimum delightful product

Module 13: Managing Products in Business Markets (B2B)

Product and customer management for business market

Module 14: Finance for product managers

Financial essentials for product managers

Module 15: Digital Product Management

Product management for digital products and in digital platform

Module 16: Product Sales Management

Selling strategy and sales management for product managers

Module 17: Supply chain in Product Management

Supply chain management to manage products successfully

Module 18: Leadership skills for Product Managers

Leadership skills for product managers

Module 19: Simulation 2 – Product Management in Action (3 days)

Comprehensive simulation in product management

Disclaimer: The above topics and modules are indicative and may be revised time to time. IIMK reserves the right to modify, amend or update the topics and modules as its discretion in future.

Module 1-4 will be covered during campus immersion

Sl.	Components	Hours	Details	Activity
A	2-day on-campus	12 hrs	Live faculty interaction on campus	In-campus Classroom
B	21 sessions of 3 hr each	63 hrs	Live faculty interaction online	Online Live Classroom
C	Non-classroom project	25 hrs	Initiated, guided and evaluated by the faculty, including participants' presentation	Non-classroom
D	Capstone project	20 hrs	Initiated, guided and evaluated by the faculty	Non-classroom

Case Studies From Diverse Industries

Indraprastha Cold Storage: Innovation vs. Price Wars - Can They Survive?

This case study explores the strategic challenges of a price war and how to thrive beyond it. Learn how to:

- **Balance short-term pressures with long-term vision** to ensure sustainable growth.
- **Differentiate your offering** when competitors focus solely on price cuts.
- **Justify a price premium** by effectively communicating value to budget-conscious customers.



Will IPCSL innovate their way out of the price war, or will they be forced to join the race to the bottom?

Linc to Luxury A Two-Brand Balancing Act

This case study explores the complexities of brand extension:

- Creating a new brand within an existing market.
- Developing a distinct marketing mix for each brand.
- Protecting the equity of both Linc and Pentonic.



Can Linc successfully navigate the world of value and luxury, or will their brand strategy leave them divided?

Novartis: Beyond the Blockbuster

This case study explores:

- **Innovation beyond blockbusters:** Finding new revenue streams when a major patent expires.
- **Emerging market mastery:** Building a strong salesforce for rapid growth regions.
- **Value-based selling:** Focusing on patient outcomes to drive sales.



Did Novartis' strategy pay off? Learn how they navigated patent cliffs and secured a future beyond Diovan.

Turtle's Transformation: From Shirts to Lifestyle

This case study explores the complexities of brand transformation, particularly:

- Repositioning a brand within a crowded market.
- Developing a cost-effective premium strategy.
- Capitalizing on regional identity for a national brand.



Can Turtle crack the code and become the trendsetting fashion destination of Eastern India?

Wow Momo: From Local to Global?

This case study explores the challenges of scaling a regional food concept:

- Capturing market share in a crowded QSR landscape.
- Finding the right mix of owned and franchised stores for growth.
- Catering to diverse palates across a vast nation.
- Building a brand that goes beyond price.



Can Wow Momo become the next big fast-food phenomenon, or will they remain a regional favorite?

Burger King The Moldy Whopper: Freshness on Trial

Burger King took a gamble with the "Moldy Whopper" campaign. This ad showcased their signature burger decomposing over 35 days, highlighting the lack of artificial preservatives. But was it a winning recipe? This case study explores:

- Promoting "freshness" through a controversial lens.
- The impact of transparency on consumer perception of ingredients.
- Balancing shock value with product appeal in advertising.



Did the Moldy Whopper campaign convince customers of its fresh ingredients, or mold public opinion against the Whopper itself?

Among Others.

Simulations

Crossing the Chasm: AeroMechanical's FLYHT Challenge

AeroMechanical's FLYHT system offers superior aircraft monitoring, but major airlines remain unconvinced. This simulation places you in the shoes of the VP of Business Development, tasked with bridging the "chasm" between early adopters and mainstream airlines. Through this simulation, you'll explore:

- **The diffusion of innovation model** and the challenges of crossing the chasm.
- **Adapting your marketing and sales approach** to target different customer segments.
- **The importance of value proposition** in convincing skeptical customers.



Will you be able to convince major airlines to adopt FLYHT and revolutionize aircraft monitoring?

Marker Motion: Mastering the B2B Marketing Mix

Welcome to the CEO's chair at Marker Motion, a motion capture sensor company! Your mission: Craft a winning B2B marketing strategy in a competitive and maturing market. Plus, you'll face real-world challenges:

- **Product innovation:** Stay ahead of the curve in a rapidly evolving market. (Optional)
- **Social media crisis:** Navigate a potential PR nightmare. (Optional)

Through this simulation, you'll gain valuable experience in:

- **B2B marketing strategy formulation and implementation.**
- **Balancing customer needs with product development trade-offs.**
- **Adapting your approach to a dynamic market landscape.**



Can you make Marker Motion the leader in motion capture technology?

Learning Outcomes



GTM and Value Creation

Build value proposition, value communication, and value delivery through products



Product Strategy Thinking

Evaluate the role of product strategy in product management



Product Development Lifecycle

Execute end-to-end new product development processes



Product Analytics and Customer Insights

Integrate qualitative and quantitative techniques to evaluate features, customer needs, and market potential



Agile Product Management

Apply agile product practices including MVP and MDP



Product Planning and Roadmapping

Develop structured product plans and roadmaps



Product Analytics

Leverage descriptive, predictive, and prescriptive analytics in product management

Capstone Project

Outline a real-world scenario involving a product strategy or management decision. This could encompass challenges, opportunities, problems, or issues encountered by an organisation. You should include pertinent information and data concerning the issue, necessary data to address the problem, and background details about the organisation and its industry.

Real-life Project

Throughout this programme, you will carry out a real-life project along with developing a proposal, collecting primary/secondary data, analysing them, finding the outcome, discussing the outcome in detail, and providing your recommendation with justification.

Interactive Programme Delivery: Blending Pedagogy and Technology



Interactive Learning



Direct to Device



Role Plays



Case studies



Presentations



Gamified Learning



Eligibility Criteria

- Bachelor's Degree (10+2+3 or 10+2+4)/Diploma (10+2+3) from a recognised university
- Minimum FIVE years of full-time work experience* As per institute's norm

**Internships and training experiences will not be considered as part of full-time work experience.*

Who Should Attend?

Middle- to senior-level product managers, marketing managers, and sales managers across all industries.

Admission Criteria

Corporate nominations and retail applications with credentials. Final selection of participants will be solely done by IIM Kozhikode.

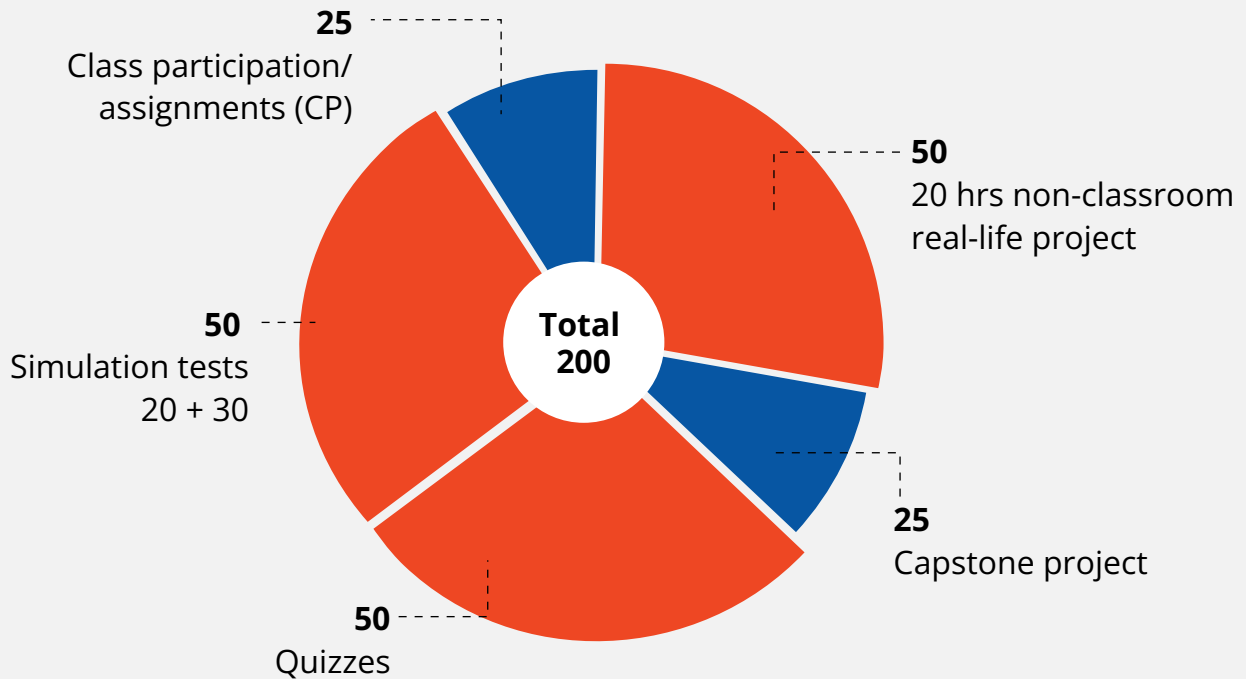
Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.



Assessment and Evaluation

The evaluation methodology is at the discretion of the faculty. Multiple mechanisms are involved in the evaluation. The mix of evaluation elements would vary from course to course and as decided by the course faculty. Each course would have Quizzes, Projects, Assignments, Class Participation, etc. Please find below the breakup:



Note: To qualify for the 'Certificate of Completion', one must score 60% overall marks.



Certification

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.

Certificate Of Completion



Certificate Of Participation



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

Programme Coordinator



Professor Atanu Adhikari

Marketing Management, IIM Kozhikode

He has earned a bachelor's degree in Engineering, an MBA (Gold Medallist), and a PhD in Marketing Management. Prof. Adhikari was a Visiting Researcher at the Whitman

School of Management, Syracuse University, USA, and a Commonwealth Academic Fellow at London Business School, UK. He is a Fellow of the Royal Statistical Society, London, UK. He has taught as visiting faculty at several business schools abroad and at multiple IIMs in India. He has designed and conducted numerous executive education and management development programmes for middle and senior management executives working in Fortune 500 companies, leading Indian organisations, and public sector enterprises.

Prof. Adhikari has received several awards and honours from national and international bodies, including the Academy of Marketing Science (USA), Marketing Management Association (USA), EFMD (Belgium), Oikos International (Switzerland), and Ivey Business School (Canada), in addition to receiving several research grants from international organisations.

Prof. Adhikari has authored numerous case studies that are available through Ivey Publishing, Harvard Business Publishing, Gyamodaya, and The Case Centre. These case studies are used by more than 300 prestigious universities and business schools worldwide.

Programme Fee

Particulars	Amount (₹)*
Programme Fee	₹1,95,000 + GST

Note:

- *Taxes will be added as applicable.



Instalment Schedule

Instalment	Date	Amount (₹)*
Application Fee	At the time of registration	8,000
I	Within one week of the offer rollout	46,500
II	6 th December, 2026	46,500
III	6 th February, 2027	46,500
IV	6 th April, 2027	47,500

* Taxes will be additional as applicable

Programme Timelines

Last Date to Apply	Refer to Website
Programme Start Date	30 th & 31 st October, 2026
Programme End Date	June 2027





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Established in 1996, with its first Post Graduate Programme (PGP 01) officially launched in 1997, the Indian Institute of Management Kozhikode (IIMK) is today recognised as one of India's leading management institutions, 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 established 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, alongside pioneering 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 its third successive year among India's top three management institutes. The institute also features regularly among the top global institutions for its flagship MBA (PGP) and EMBA (EPGP) programmes in the QS World University Rankings. IIMK has leapfrogged 100 places to secure a position among the Top 151–200 institutions globally for Business & Management Studies in the QS World University Rankings by Subject 2024.

Further strengthening IIM Kozhikode's global standing, recently launched programmes such as 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. This achievement has further consolidated IIM Kozhikode's position among the world's foremost providers of executive education. 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 Management Development Programmes, training more than 55,000 participants from over 200 organisations, including several Fortune 500 companies.



#3 NIRF Rankings 2025
(Management)





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Established in 2013, we are the award-winning H.EdTech initiative of the Times Group, catering to the learning needs of Indians with aspirations of career growth. We offer a variety of created and curated learning programmes across a range of categories, industries, and age groups. They include employment-oriented Early Career courses across BFSI, e-Commerce, and technology sectors; Executive Education for working professionals in collaboration with premier national and global educational institutions; and Enterprise Solutions for learning and development interventions at the organisational level. TimesPro strives to embody the values of Education 4.0: Learner-centric, industry-relevant, role-specific, and technology-enabled, with a goal of making learning accessible for anyone who seeks to grow.



Industry relevant
curriculum by
best-in-class faculty



Interactive
sessions with
state-of-art LMS



IIMs and IITs
as course
partners



1,00,000+
alumni
community



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