



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

# PRODUCT MANAGEMENT

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36 WEEKS | ONLINE



# Overview

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Lying at the intersection of business, technology and user experience, the right product can drive commerciality, usability, and the most valuable outcome for clients. Naturally it needs professionals who thrive on curiosity, collaboration and ownership. From prioritising new product features, building products fit-to-market, shaping go-to-market strategies and launches to addressing customer needs, **IIM Kozhikode's Professional Certificate Programme in Product Management** will help professionals play an intrinsic role in your organisation's product success.

With an overview of concepts like Product Strategy, Market Structure Analysis, Concept Development, Solution Design, Understanding Customer Preference, Pricing, and Brand Positioning and Management, you will emerge as a powerhouse leading bottom-up change within your organisation.

## Starts On

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31 March 2022

## Duration

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36 Weeks (4-5 hours/ week)

## Format

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Online Video Lectures and Live Webinar with Faculty

## Programme Fee

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INR 1,84,500 + GST

# Who is this Programme for?

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If setting the vision for a product and balancing the many cross-functional teams to drive that vision to execution excites you, then this programme is for you. This programme will benefit:

- Mid-level managers who would like to build innovative, compelling products to deliver customer and business value
- Senior-level managers who would like to refine prototypes and MVPs, learn Product pricing, and modifying their products to better suit customers
- Business heads and entrepreneurs who would like to launch new products, spearhead product strategy and leverage product management as a pathway to growth in their organisations.

# Programme Director

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## Prof. Atanu Adhikari, PhD

Professor,  
Indian Institute of Management Kozhikode

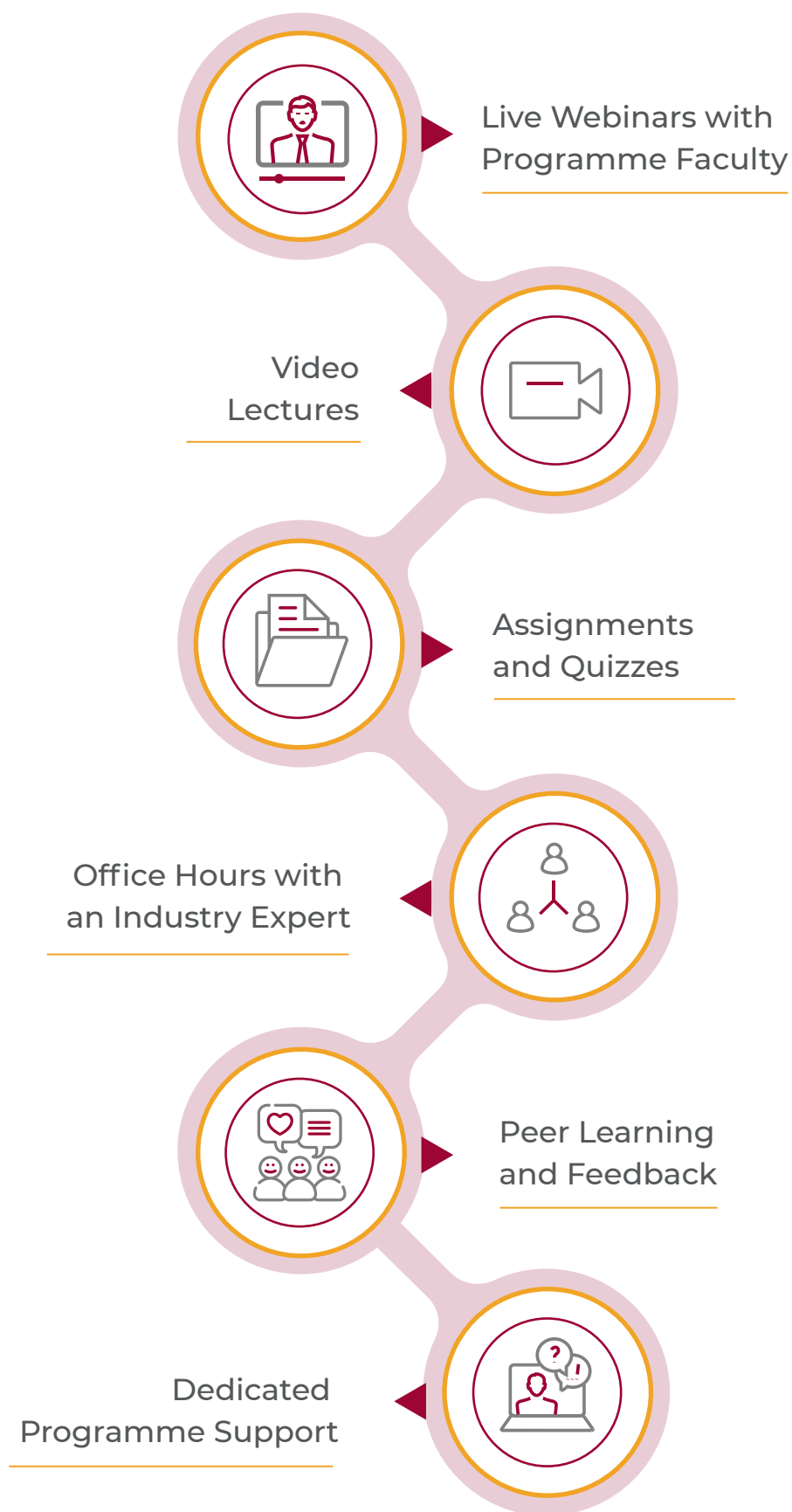
Professor Atanu Adhikari is a Commonwealth Academic Fellow to London Business School UK, Visiting Researcher to Syracuse University USA, PhD (ICFAI University with one year visiting program at Syracuse University, USA), an MBA (Gold Medallist, IISWBM, University of Calcutta) and a BE (National Institute 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 15,000 middle and senior management executives working in Fortune 500 companies, large Indian companies and public sector organisations.

**"As organisations look for Product-led Growth to stand out in the crowded market place, Product Managers will need to incorporate factors like Design Thinking, Product Analytics and Marketing communication for creating and expanding demand."**

**Prof. Atanu Adhikari,**  
**Indian Institute of Management Kozhikode**

# Programme Highlights

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*Note: The final number of quizzes, assignments and discussions will be confirmed closer to the programme start.*

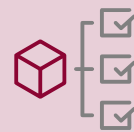
# Learning Outcomes

Develop the product mindset needed to bring viable products or services to the market



Map customer journeys and user personas to define and solve problems through products

Analyse strategies and frameworks for developing, marketing, and selling a product



Evaluate product roadmapping and prototyping decisions using various product management techniques and practices

Outline a plan to create a competitive scalable product using key product development strategies and frameworks



Identify market segments and effectively target groups through marketing and communication strategies

# Programme Modules

## MODULE 1: Introduction to Product Strategy

- What is a product and its types?
- Product mix and product lines
- Product lines
- Define Product Strategy
- Characteristics of Product Strategy
- Role of Product Strategy in product management
- Product Strategy and organisation's role
- Holistic approach to Product Strategy
- Factors influencing Product Strategy

## MODULE 2: Value Creation, Communication and Delivery

- Value creation - How a product is connected to customer
- Value communication
- Value delivery
- Co-creation
- Traditional vs. contemporary value delivery processes
- Porter's value chain
- Case Study - Indraprastha Ice & Cold Storage

## MODULE 3: Strategic Approach for Competitive Advantage in Product Strategy

- What is and is not a strategy?
- Porter's generic strategy
- Competitive strategy
- SWOT analysis
- Core competency and its characteristics
- Strategic planning, implementation and controlling process
- Strategic business units and its relevance for successful Product Strategy
- A strategic Alliance case study - UTV & Disney

## MODULE 4: Disruptive Innovation for Successful Product Strategy

- What is disruptive innovation?
- Disruptive innovation model or theory
- Ansoff's product market expansion grid
- Market opportunity analysis for innovative products
- Disruptive innovation when customer tend to maintain status quo
- Disruptive innovation when organisation wants to maintain status quo
- Growth strategy and strategic planning gaps
- Case Study - ideaForge - A Mechanical Charger

## **MODULE 5: New Product Development, MVP and MDP**

- Process in product development
- Product planning
- Methods to identify customer needs
- Product features and specifications
- Concept generation
- Concept selection
- Concept testing
- Product launching
- Minimum Viable Product (MVP) approach
- Minimum Delightful Product (MDP) approach

## **MODULE 6: Market Segmentation and Market Orientation**

- Market segmentation
- Target market selection
- Define buyers' personas
- Creating buyer's persona
- Market orientation
- Competitor orientation
- Case Study - Product Strategy to beat competition

## **MODULE 7: Go-to-Market Strategy and Sales & Distribution Strategy**

- Select the best route to market
- Vertical and horizontal channel systems (VMS and HMS)
- Role of value network and channels for successful Product Strategy
- Channel members' functions and flow of marketing channels
- Management of channel conflict
- Different sales strategy
- Manage sales force perception Sales force compensation

## **MODULE 8: Product Positioning and Branding**

- What is product positioning?
- Point of Parity (POP) and Point of Difference (POD)
- What is product branding?
- How to create a strong brand positioning?
- Develop a brand positioning statement through perceptual brand mapping
- Customer-based brand equity
- Brand mantra and slogan
- Case study on Launch of Pleasure Scooter

## **MODULE 9: Marketing Communication and Logistics for Successful Product Strategy**

- What is integrated communication in Product Strategy?
- Different communication platforms
- Advertising for product success
- Use of puffery, self-esteem and sexual appeal in advertising product
- Communication models
- Case study on Marketing

## **MODULE 10: Pricing of Product**

- Define pricing of product
- Pricing principles
- Product pricing strategy
- Behavioural pricing for product
- Consumer's price-quantity latitude
- Reference pricing
- Participative pricing
- Price and non-price competition
- Brand leader's response to competitive price cut

## **MODULE 11: Project**

- Apply the concepts and techniques learned in the ten modules
- Identify the Issue related to product strategy in the given product example
- What solutions they propose?

## **MODULE 12: Introduction to Product Analytics**

- What is Product Analytics?
- Basic concepts of Analytics and its Features
- Applied and basic product analytics
- Scientific methods for Analytics
- Role of analytics in making decision in product strategy
- Product Analytics vs Marketing Analytics
- Identify and Solving Product management Problem Using Product Analytics



## **MODULE 13: Product Analytics Process and Design, Qualitative Analysis Techniques**

- Stages of product analytics process
- Product analytics design
- Overview of Exploratory, Descriptive and Causal analytics
- Direct exploratory methods - FGD, Depth interview
- Debrief of Focused Group Discussion video (YouTube)
- Indirect exploratory methods - Projective techniques
- Role of Observation Methods in Product Development and Management Case methods analysis

## **MODULE 14: Product Analytics: Metrics and Goals**

- Measurement and scaling
- Discrete measurement scales
- Continuous measurement scales
- Reliability and validity of scales
- Types of analysis for different types of scales
- Introduction to Questionnaire design
- Basic rules of questionnaire design
- Critical aspects of questionnaire design
- Piloting and evaluation of questionnaire

## **MODULE 15: Data Cleaning and Data Coding**

- Data preparation
- Missing value and imputation of missing value
- Data coding
- Data entry
- Data arrangement for suitable analysis
- Secondary data analytics

## **MODULE 16: Data and Statistics for Descriptive Product Analytics**

- Importance of statistics in Product management
- What is descriptive product analytics?
- Basic Descriptive statistics 1
- Basic Descriptive statistics 2
- Correlation analysis
- Hypothesis testing and level of significance

## MODULE 17: Data Driven Modeling

- Descriptive vs. Predictive analysis
- Exploratory data analysis for predictive modelling
- Create your own model, identify the predictive indicators & test
- Regression model
- Prediction using regression model
- Estimation using regression model
- Dummy variable regression

## MODULE 18: Data Clustering

- What are the reasons for new product development?
- What is conjoint analysis and why is it a useful technique in product management
- Concept of attribute, Level and stimuli
- Conjoint study process Conjoint analysis using Excel software
- Calculating Importance of product features
- Market share calculation using XLSTAT software

## MODULE 19: Analysis of Consumer Behaviour

- Importance of consumer behaviour analysis
- Factors affecting consumer behaviour
- Customer research
- Use of analytics for Market segmentation and effective targeting
- Segmentation using Cluster analysis
- Cluster analysis procedures
- Cluster analysis with SPSS
- Profiling of customer segments

## MODULE 20: Digital Analytics: Tools and Techniques

- Web analytics and its application in product management?
- Why web analytics is an important tool?
- What is A/B testing?
- Digital analytics in product management
- Customer basket analysis
- Customer lifetime value analysis

## **MODULE 21: Applying Analytics in Marketing**

- How to apply analytics for testing marketing tools?
- Using analytics for product positioning
- Perceptual mapping
- Qualitative and Quantitative analytics
- Presenting analytics report
- What are the different formats of presenting analytics reports?

## **MODULE 22: PROJECT**

## **MODULE 23: Traditional vs. Modern Product Development Process**

- Traditional vs. Modern Product Development Process
- Drawbacks of traditional product development process
- Advantages and disadvantages of high fidelity prototyping
- Similarities and differences of product development process in B2C and B2B industries

## **MODULE 24: Understanding Agile and Lean Development**

- How to apply analytics for testing marketing tools?
- How does lean product development works and when to use it
- Lean product development vs. agile product development
- Significance of agile product development in product management
- SCRUM and KANBAN

## **MODULE 25: SCRUM Framework**

- Understanding Agile and Lean Development
- Scrum theory and scrum values
- Scrum Team
- Scrum events and scrum artifacts
- Illustration of Scrum framework through an example (software industry)
- Case study - Turtle Limited: Developing an efficient supply chain

## MODULE 26: Design Thinking Process in Product Development

- What is design thinking?
- Stages of design thinking process in product development
- How is Design Thinking Applied in Product Management?
- Dig deeper - Getting customer inputs through discussion and interview
- Translating observations and feedbacks into insights for product development
- Idea generation, idea development and idea selection
- Prototyping of ideas
- Innovation application in design thinking
- Innovative communication in design thinking process - visualisation and storytelling
- Case study - ideaForge - The mechanical charger

## MODULE 27: Rapid and Hi Fidelity Prototyping

- Rapid and Hi Fidelity Prototyping
- Need of prototyping in product management
- What is high fidelity and low fidelity prototyping?
- Low fidelity prototyping - Paper prototyping
- Advantages and disadvantages of high fidelity prototyping
- Advantages and disadvantages of high fidelity prototyping
- Hi-fidelity prototyping - Digital prototyping
- UX and UI in digital prototyping

## MODULE 28: Product Roadmapping and Prioritisation

- Product Roadmapping and Prioritisation
- Key elements in product roadmapping
- How to build a product roadmap?
- Prioritising features in product roadmaps
- Importance of product roadmap in agile product management
- Different types of product roadmaps

## MODULE 29: Leading Product Development

- What is product leadership, and why it is important for an organization
- What are product leadership's responsibilities?
- What makes an effective product leader?
- How to set up a great product development team?

## MODULE 30: PROJECT

# Case Studies

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Indraprastha Cold Storage Ltd



A Strategic Alliance- UTV & Disney



Launch of Pleasure Scooter



Turtle Limited: Developing an efficient supply chain



ideaForge - A Mechanical Charger

*Note: The programme curriculum may include more such case studies for integrated learning.*

“

**Product management is really the fusion between technology — what engineers do — and the business side**

- Marissa Meyer, former CEO, Yahoo!

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# Learning Journey

## Orientation Week



The first week is orientation week. During this week you will be introduced to the other participants taking part in the programme. You will learn how to use the learning management system and other learning tools provided.

## Weekly Goals



On other weeks, you have learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.

## Flexible & Convenient Online Learning



Learn online via recorded videos from top IIM Kozhikode faculty and with 3 hours of live webinars in a high-impact 36-week journey with a learning commitment of 4-5 hours/week.

## Debrief Sessions



The Eruditus Programme Leaders are industry experts who are available for an hourly live online session every week or every alternate week. They spend one half of the session providing a learning summary. The second half is a Q&A session to clarify programme or industry-related doubts.

## Timely Follow up & Learning Support



The Eruditus Programme Support team will follow up over emails and phone calls with learners who are unable to submit their assignments on time.



# Certificate

Upon successful completion of the Programme, participants will be awarded a verified digital certificate by IIM Kozhikode.



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



# Programme Details

**Programme Start** 31 March 2022

**Programme Fee** INR 1,84,500 + GST

## Instalment Schedule

	Remarks	Amount
<b>Booking Amount</b>	Within 7 days post selection	INR 36,900 + GST
<b>Instalment I</b>	May 26, 2022	INR 49,815 + GST
<b>Instalment II</b>	July 21, 2022	INR 49,815 + GST
<b>Instalment III</b>	Sept 15, 2022	INR 47,970 + GST

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.

## Eligibility

- Minimum Graduate or Diploma Holder (10+2+3)

## Programme Format

- Online Video Lectures and Live Webinars with Faculty

## Admission Criteria

- Open Enrolments

## Application Requirements

### Your Graduation/Degree:

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

## 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: Admissions are on a first-come, first-serve basis.



# About IIM Kozhikode

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With its roots dating back to 1997, the Indian Institute of Management Kozhikode (IIMK), started with a batch size of 42 students but has grown tremendously over the years to a current batch strength of 485 students, making it the fastest-growing management school in the country. Ranked 4th in NIRF 2021, IIM Kozhikode has achieved its own unique identity, a mix of two cultures, academic and business and is fast emerging as an internationally reckoned fully-integrated management institute of higher learning. One of the most picturesque campuses in the country, the world-class infrastructure includes air conditioned class rooms, guest facilitation zones and Wi-Fi connectivity which enables every IIM Kozhikode resident to be exposed to a wholesome experience. Managed by dedicated personnel, it is one of the most efficient institutions in the country. IIM Kozhikode pioneered the Interactive Learning (IL) programme for working executives in India. This programme started with 300 class contact hours in 2001-02, the two-year-long Executive Management Education Programme is today the most rigorous programme in the country having around 738 class contact hours.

Every year IIM Kozhikode offers a rich portfolio of Management Development Programmes crafted for the agile minds on the lookout for thought-provoking questions and enriching learning experiences. Recently, IIM Kozhikode has launched a one year Post Graduate Programme in Business Leadership (PGP-BL) in the year 2019 and has also launched a two years Post Graduate Program in Liberal Studies & Management (PGP-LSM) as well as the Post Graduate Program in Finance (PGP-Finance). Over the years, there has been a significant increase in the number of training programmes and participants. The speed and momentum of changes in the Indian business environment are unabated, and IIM Kozhikode's endeavor is to adapt to these changes through constant innovation.

# About Eruditus

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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 6-10 Months, customised to an organisation's requirement.

Apply for the programme here

**APPLY NOW**

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

 WhatsApp an advisor on [+91 7208889990](tel:+917208889990)\*

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



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