



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

**T**  
**TIMESPRO**



## Professional Certificate Programme in Advanced Product Management (Batch 03)

6 Months | Online | ₹1,60,000 + 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 27-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 21<sup>st</sup> century business make us believe that this is a legitimate aspiration.

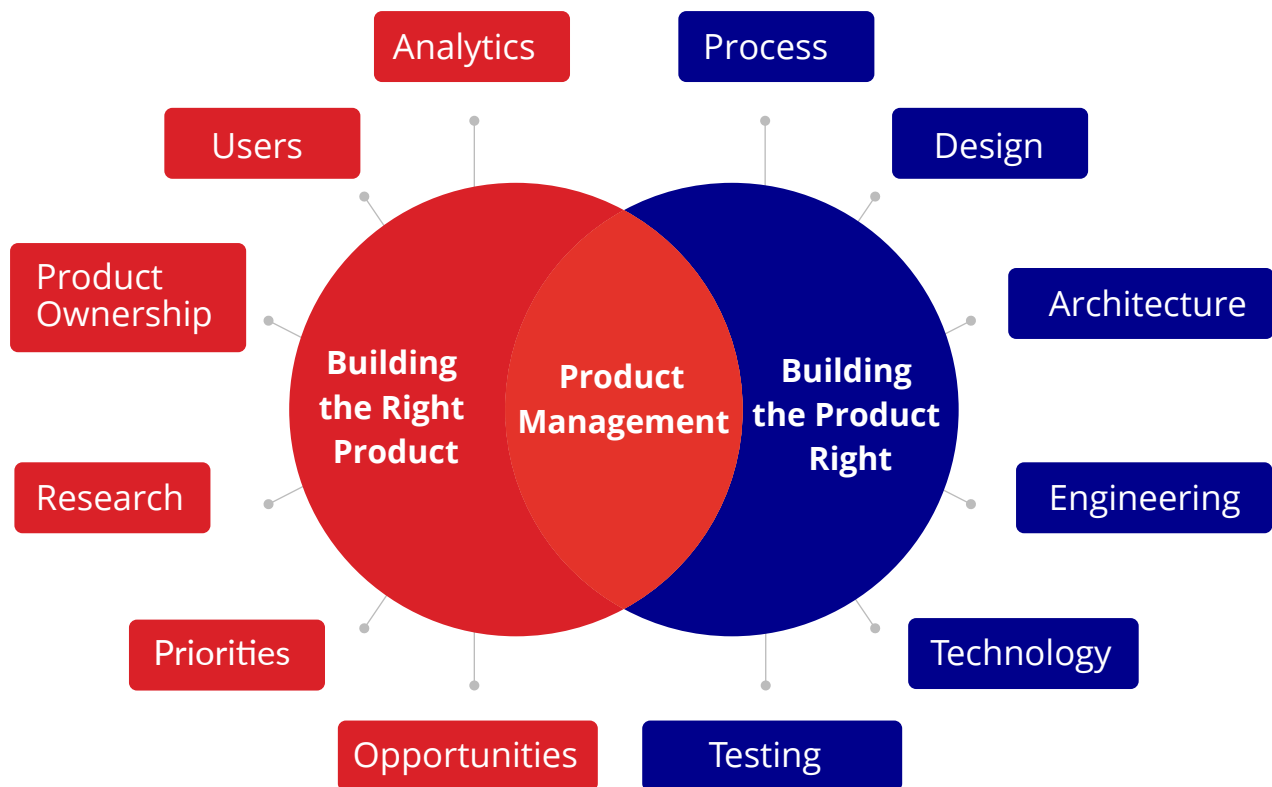
Wishing you all the very best!

**Prof. Debashis Chatterjee,**  
Director, IIM Kozhikode

# Product Management: A Strategic Function

At the intersection of technology, user experience, and business objectives, Product Management is the practice of strategically guiding the development, improvement, and support of a product through its lifecycle. A thorough understanding and application of product management principles, strategies, frameworks, tools, and techniques help deliver the perfect product experience at every stage of the user journey in alignment with strategic business goals.

## Product Management



## Product Managers: A Critical Role

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 ensure 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.



*Product Managers use the product life cycle - 5 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 Kozikode's Professional Certificate Programme in Advanced Product Management** is a comprehensive programme that helps participants develop the conceptual, analytical, and decision-making skills and knowledge of industry's contemporary practices needed to successfully develop, launch, and manage products and services. The course includes significant topics like value delivery process carried out by a Product Manager (PM) and how the role varies in B2C and B2B markets along with knowledge about the nature, sources, and tools of customer insights, and strategy for new product identification, product development, testing and launching, and disruptive innovation. The course also integrates all aspects of product development and product modification through a simulation.

## Programme Highlights



Contextually designed  
6-month programme for  
product managers



Field research case studies  
and two simulations



Capstone project and  
20-hour non-classroom  
real-life project



Peer-learning and  
networking opportunities

## Learning Outcomes



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



Understand the role of product strategy in product management



Learn and implement the new product development process



Learn qualitative and quantitative techniques in product development, estimating market share, and the importance of product features to customers



Learn agile product management, MVP, and MDP



Understand product planning and road mapping



Learn descriptive, predictive, and prescriptive analytics in product management

# Programme Curriculum

## **Module 1**

Introduction

Value Creation, Communication, and Delivery

## **Module 2**

Product and its Value Proposition

Relevance of Choosing the Right Target Market

## **Module 3**

Strategic Elements in Product Management and Product Roadmap

## **Module 4**

Market Segmentation, Target Market Selection, and Buyer's Persona

## **Module 5**

Managing Product Positioning

## **Module 6**

Innovation in Product Management and Disruptive Innovation

## **Module 7 & 8**

Simulation – Crossing the Chasm

Scenario 1

De-briefing of Simulation

Scenario 2

## **Module 9**

New Product Development Process: Opportunity Identification/Selection, Concept Generation, Concept Selection, Concept Testing

### **Module 10 & 11**

Analytics For Product Managers – Part 1

Qualitative and Quantitative Analytics, Survey Methods, Descriptive, and Predictive Analytics

### **Module 12**

Analytics For Product Managers – Part 2

Conjoint Analysis in Product Development, Product Modification, and Estimating Market Share

### **Module 13**

Product, Market Orientation, and Competitor Orientation

### **Module 14**

Product Management at the Bottom of the Pyramid

### **Module 15**

Agile Product Management, MVP, and MDP

### **Module 16**

Managing Products in Business Market

### **Module 17**

Analytics For Product Managers – Part 3

For Market Segmentation, Segment Size, and Profiling

### **Module 18 - 20**

Comprehensive Simulation on Product Management

## **Tools**





## Pedagogy

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, case studies, and participants experience sharing.

## Programme Delivery

Sessions will be conducted from IIM Kozhikode studio via TimesPro's state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.



### Schedule

Saturday  
3:30 PM to 6:30 PM

### Duration

06 Months

## Eligibility Criteria

- Bachelor's Degree (10+2+3 or 10+2+4)/Diploma (10+2+3) from a recognised university
- Minimum 5 years of full-time work experience\* post completion of qualifying education

*\*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

The selection will be based on the candidate's corporate nominations and retail applications with credentials, subject to meeting eligibility criteria. 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 & 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:

1.	Class participation/assignments (CP)	25
2.	Simulation tests – 10+15	25
3.	Quizzes	25
4.	Capstone project	25
5	20 hrs non-classroom real-life project	50
	<b>Total</b>	<b>150</b>

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'.

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

## Programme Director



### **Prof. Atanu Adhikari**

Prof. Atanu Adhikari earned his bachelor's degree in engineering, an MBA (Gold Medallist), and a Ph.D. in Marketing Management. Prof. Adhikari was a visiting researcher at Whitman School of Management, Syracuse University, USA and Commonwealth Academic Fellow to London Business School, UK. He was a Doctoral Fellow of the Royal Statistical Society London, UK. He has taught as adjunct faculty in many business schools abroad and in several IIMs in India. Prof. Adhikari has taught as a co-instructor in post-graduate programmes for executives with leading international faculties from Cornell University and Syracuse University. He designed and conducted several executive education and management development programmes for middle and senior management executives working in Fortune 500 companies, large Indian companies, and public sector organisations.

Prof. Adhikari has co-authored several books and has published his work in many national and international peer-reviewed academic journals and books published by leading publishers namely Springer, Sage, John Wiley, Cambridge Scholar Press, Gower Publication, and Cengage learning. His research work has been selected and presented in several top-level international conferences organised by Marketing Science, American Marketing Association, 7<sup>th</sup> World Congress in Probability and Statistics, Royal Statistical Society, and similar academic forums in the USA, the UK, France, Germany, Italy, China, Australia, and Singapore.

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

Prof. Adhikari has written several case studies which are available with Ivey publishing and Harvard Business Publishing and are being used in more than 300 national and international business schools in more than 100 countries including Cornell University, INSEAD, Cambridge University, King's College, Stanford University, Syracuse University, and IIMs among other business schools.



## Programme Fee

Particulars	Amount (₹)*
Programme Fee	1,60,000

Note:

\*Taxes will be added as applicable.

\*All fees will be collected by BCCL.

Note: In case the candidate rejects the offer from the Institute then the Processing Fee will not be refunded.



## Instalment Schedule

Instalment	Date	Amount (₹)*
Application Fee	At the time of registration	25,000
I	Within one week of the offer rollout	35,000
II	10 <sup>th</sup> September, 2023	30,000
III	10 <sup>th</sup> November, 2023	35,000
IV	10 <sup>th</sup> January, 2024	35,000

\*Taxes will be added as applicable.

## Programme Timelines

Programme Start Date	12 <sup>th</sup> August, 2023
Programme End Date	February 2024

**APPLY NOW** 



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Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK also has a unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate Programme in Business Leadership (2019) MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIMK aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible, and environment-friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity and practical application. IIMK integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.



**2<sup>nd</sup>**

Atal Innovation  
Rankings (ARIIA) 2021

**5<sup>th</sup>**

NIRF India Rankings  
2022

**6<sup>th</sup>**

Outlook I-Care Rankings  
2022: Management





TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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