



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*

# Professional Certificate Program in AI-Powered Product Development and Innovation





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# About the Programme

The Professional Certificate Programme in AI-Powered Product Development and Innovation is a comprehensive 10-month program designed for professionals aiming to master the end-to-end lifecycle of AI-powered product management. With over 120 hours of live learning led by distinguished IIM Kozhikode faculty, this programme equips participants with practical skills to ideate, design, develop, deploy and scale AI-driven products effectively.

Participants will gain deep expertise in integrating AI technologies-including generative AI and prompt engineering-into product innovation and workflow automation. The curriculum covers critical areas such as AI product strategy, data management, model development, deployment techniques, ethical AI practices, and AI product lifecycle management. Real-world case studies, hands-on projects, and a capstone assignment ensure that learners apply concepts in practical settings.

By the end of the programme, participants will be proficient in translating business goals into AI product roadmaps, leveraging AI tools for data-driven decision-making, and leading AI product initiatives with a strong ethical foundation. The certification prepares mid to senior-level product managers, AI engineers, entrepreneurs, and technology leaders for advanced roles in AI product management.





# The IIM Kozhikode Advantage

## From the Director's Desk

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 informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are 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: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Designed to empower seasoned professionals with the knowledge and skills to strategically leverage AI for enhanced decision-making in their organizations. The program blends theoretical insights with practical, real-world applications. Participants will gain a deep understanding of AI's potential to drive business growth, optimize operations, and foster innovation. The curriculum will focus on developing an India-contextual AI strategy aligned with global best practices, leading AI transformation initiatives, evaluating and applying appropriate AI technologies, navigating ethical considerations, and building high-impact AI teams. The program culminates in a guided capstone project, allowing participants to apply their learning to a real-world business challenge and develop a personalized AI playbook.

Wishing you all the very best!



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

# Key Features



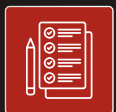
Opportunity to earn a Certificate of Completion issued by IIM Kozhikode, ranked #3 among Management schools in India by NIRF 2024.



Participate in the 3 day in-campus immersion module ensuring participants gain practical, actionable skills to lead AI product development and deployment successfully.



Qualify for the Executive Alumni status from IIM Kozhikode upon successfully clearing the evaluation requirements of this program.



Build and develop products based on real world scenarios through multiple case studies and tools and an end of the program Capstone.



Leverage curriculum developed and delivered by the esteemed IIM Kozhikode faculty. Analyze real-world product strategies from leaders like HubSpot and Mastercard.



Master platforms such as ChatGPT, Power BI, and MLflow-essential for developing and innovating product lines.



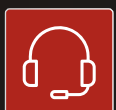
Gain in-depth knowledge and practical skills to manage the entire AI product development journey-from problem definition, data strategy, AI model development, and prompt engineering to deployment, monitoring, and scaling.



Learn to translate business objectives into actionable AI product strategies, prioritizing AI use cases, and communicating AI value to stakeholders.



Dedicated Cohort Managers to assist throughout the program on any queries and issues.



Simplilearn Job Assist to help you enhance your portfolio and improve professional prospects.

# Who Is This Course For?

This programme is designed for mid- to senior-level professionals with at least two years of experience. These working professionals will benefit the most:

- ✓ Mid to senior-level product managers aiming to transition into AI product roles.
- ✓ AI Engineers and Data Scientists seeking to understand product management aspects.
- ✓ Entrepreneurs and startup founders interested in building AI-powered products.
- ✓ Technology leaders and business strategists responsible for AI product initiatives.
- ✓ Individuals with foundational knowledge of product management. No advanced coding or ML expertise is required, but an openness to learning AI concepts is essential.



## Eligibility

- ✓ For Indian Participants - Graduates (10+2+3) or diploma holders (only 10+2+3) from a recognized university (UGC/ AICTE/DEC/ AIU/State Government) in any discipline.
- ✓ For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- ✓ At least 5+ years of work experience

## Application Process

The application process organized and led by Simplilearn consists of three steps.  
Selected candidates will receive an offer letter, which they must accept by paying the fee.



### Submit an Application

Interested candidates can apply for the programme by completing a simple online application form.

### Application Review

An admission panel will review your application after you submit it to ascertain your qualifications and interest in the course.

### Registration

The selected candidates can pay the program fee to secure their seats and complete registration. An admission letter will be shared post payment completion.

## Talk to an Admission Counselor

Our dedicated admissions counselors are ready to assist with any questions or concerns about this course.

Our team is available to:

- ✓ Guide you through the application process
- ✓ Discuss financing options
- ✓ Offer detailed insights into the curriculum, learning outcomes, and more



# Industry Trends



## Explosive Growth in AI Product Adoption

80% of enterprises are already using or planning to use generative AI in product development and innovation.

Source: McKinsey



## Soaring Demand for AI-Savvy Product Leaders

Job postings for AI product managers have grown by over 140% year-over-year.

Source: LinkedIn Workforce Insights, 2024

The average salary for AI product roles in India exceeds ₹45 LPA at senior levels.

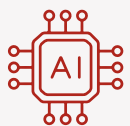
Source: TeamLease, 2024



## Workflow Automation with AI Is Mainstream

69% of organizations are integrating AI into product workflows to automate decision-making and reporting.

Source: PwC AI Business Survey, 2024



## Responsible AI Becomes Boardroom Priority

75% of tech leaders now prioritize AI governance and responsible deployment in their AI strategy.

Source: Deloitte State of AI Report, 2024





# KEY LEARNING OUTCOMES



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## End-to-End AI Product Development Mastery

Gain the ability to manage the full AI product lifecycle—from ideation and data strategy to model deployment, monitoring, and scaling.



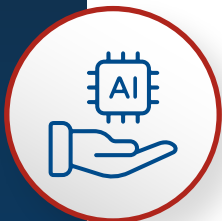
## Strategic AI Thinking & Roadmapping

Translate business objectives into actionable AI product strategies, prioritize use cases, and effectively communicate AI value to stakeholders.



## Data Strategy & Governance Skills

Learn how to design and implement robust data pipelines, ensure data quality, and manage governance frameworks critical to AI success.



## Hands-On Experience with Gen AI & Prompt Engineering

Leverage generative AI tools for innovation, automate workflows, and craft effective prompts for user interaction and feature development.



## Ethical and Responsible AI Leadership

Develop a strong understanding of fairness, bias mitigation, transparency, and regulatory compliance in building and managing AI solutions.



## Capstone-Driven Practical Application

Apply concepts in a real-world project that simulates the complete AI product development and deployment process under expert mentorship.

# Learning Path Visualization



\*Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/adapted to fit the participant profile & programme duration.

# Learning Path

## Module 1: Introduction to AI Product Development

- ✓ Overview of AI vs traditional product development
- ✓ Types of AI products and market trends
- ✓ AI product lifecycle phases

## Module 2: AI Product Ideation and Scoping

- ✓ Identifying AI business opportunities
- ✓ Defining vision, goals, and success metrics
- ✓ Market research and competitive analysis for AI products

## Module 3: AI Product Design & User Experience

- ✓ User-centric AI design principles
- ✓ Differentiating AI-driven vs non-AI components
- ✓ Prototyping and validation of AI products

## Module 4: Data Strategy and Management for AI

- ✓ Data collection, labeling, and pipeline building
- ✓ Tools for data annotation and versioning
- ✓ Data governance and quality management



## Module 5: AI Model Development & Experimentation

- ✓ Basics of machine learning model training and tuning
- ✓ Model validation techniques and experimentation tools (e.g., MLflow)
- ✓ Integrating AI models into product workflows

## Module 6: Prompt Engineering & Generative AI

- ✓ Crafting effective prompts for generative AI models
- ✓ Applying prompt engineering in product ideation and user research
- ✓ Using generative AI for feature innovation and automation

## Module 7: AI Product Deployment & Monitoring

- ✓ CI/CD for AI models
- ✓ Deployment strategies: cloud, edge, on-premise
- ✓ Monitoring model performance, drift detection, and updates

## Module 8: AI Product Automation & Workflow Integration

- ✓ Automating product management workflows with AI agents
- ✓ Leveraging AI tools for data analysis and insights extraction
- ✓ Enhancing decision-making with AI-powered dashboards

## Module 9: AI Product Strategy & Roadmap

- ✓ Translating business objectives into AI product strategy
- ✓ Prioritizing AI use cases and feature backlog management
- ✓ Communicating AI value to leadership and cross-functional teams



## Module 10: Ethics and Responsible AI

- ✔ Addressing AI bias, fairness, and transparency
- ✔ Developing AI governance and oversight frameworks
- ✔ Legal and compliance considerations in AI product management

## Module 11: Scaling & Lifecycle Management of AI Products

- ✔ Crafting effective prompts for generative AI models
- ✔ Applying prompt engineering in product ideation and user research
- ✔ Using generative AI for feature innovation and automation

## Capstone Project

- ✔ End-to-end AI product development and deployment project
- ✔ Real-world problem solving with mentorship from IIM faculty



# Case Studies and Tools

## Tools



## Case Studies

### ✔ **HubSpot and Motion AI (B): Generative AI Opportunities**

By: Jill Avery

### ✔ **Move Fast, but without Bias: Ethical AI Development in a Start-up Culture**

By: Mary Gentile, Adriana Krasniansky

### ✔ **AI Wars**

By: Andy Wu, Matt Higgins, Miaomiao Zhang, Hang Jiang

### ✔ **Mastercard's ethical approach to governing AI**

By: Oyku Isik, Lisa Simone Duke

### ✔ **VideaHealth: Building the AI Factory**

By: Karim R. Lakhani, Amy Klopfenstein

### ✔ **LenDenClub: New Product Development in the Digital Space**

Rajeev Kumra

### ✔ **Gooru: Generative AI for Personalized Learning**

M.S. Krishnan

# Certificates

Participants will be awarded a completion certificate issued by IIM Kozhikode on successfully completing all evaluation components including a capstone project and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components but have a minimum attendance of 75% will still be awarded a participation certificate.

We encourage you to attend all the live sessions and make the best out of these interactive learning experiences.





## IIM Kozhikode Faculty Details



# Prof. Dharun Kasilingam

## Marketing Management

Dr. Dharun holds a Masters of Engineering (M.E.) degree in Industrial Engineering (PSG Tech) and a Ph.D. in Marketing and Analytics (NIT Trichy). He was the youngest to receive a Ph.D. at NIT Trichy at the early age of 25.

His research interests majorly are two folds: Unstructured Data Analytics, and Technology and Consumer Behavior. He has also published multiple research articles, including in top marketing journals like Journal of Retailing and Consumer Services, International Journal of Consumer Studies, Technology in Society, Journal of Consumer Behavior, Journal of Brand Management, etc, and medical Journals like Transboundary and Emerging Diseases. His papers in the Journal of Retailing and Consumer Services, and Technology in Society appear in the list of highest cited articles on the journal's home pages. His research has appeared in the proceedings of several renowned international conferences in India, Australia, Dubai, and Malaysia. He has a demonstrated ability to understand and apply advanced statistics and analytics to yield benefits to real-world business issues. He is also an expert in software packages Minitab, SPSS, Stata, AMOS, Smart-PLS, etc., and can proficiently code in R and Python. He teaches courses in marketing that intersect with Digital, Analytics, and Automation.

### Research Areas

- Technology and Consumer Behavior
- Unstructured Data Analytics



# Prof. Sreejesh S

## Marketing Management

- Ph.D. [IBS Hyderabad, AACSB Accredited]
- MPhil [ICFAI University, Tripura]
- MBA [Anna University, Chennai]
- MA Economics [University of Kerala, Trivandrum]

### Research Areas

- Online Services
- Advertising and Advergimes
- Digital/Social Media Marketing
- Tourism and Hospitality Services
- Brand Relationships and Luxury Branding



## About IIM Kozhikode

Started in 1997 with its Post Graduate Programme (PGP), 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.

**Ranked #3**

NIRF India Rankings  
2025: Management

**EQUIS + AMBA**

Double accreditation

**1st in Asia**

Pioneer interactive  
learning via satellite  
delivery

# About Simplilearn

Founded in 2010 and based in Plano, Texas, and Bangalore, India, Simplilearn, a Blackstone portfolio company, is a global leader in digital upskilling. It offers access to world-class training to individuals and businesses around the world.

Simplilearn offers 1,500+ live classes each month across 150+ countries, impacting over 8 million learners globally. The programs are designed and delivered with world-renowned universities, top corporations, and leading industry bodies via live online classes featuring top industry practitioners, sought-after trainers, and global leaders. From college students and early career professionals to managers, executives, small businesses, and big corporations, Simplilearn's role-based, skill-focused, industry-recognized, and globally relevant training programs are ideal upskilling solutions for diverse career or business goals.

Check out programme details on:

[iimkozhikode.simplilearn.com/pcp-in-ai-product-development-innovation-course](https://iimkozhikode.simplilearn.com/pcp-in-ai-product-development-innovation-course)

For registration and any other information, please get in touch with us at:

[Executiveprogram@simplilearn.net](mailto:Executiveprogram@simplilearn.net)

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