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

Professional Certificate Programme in Advanced Product Management (Batch 04)

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 28-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

Analytical Ability

Communication Skills and Empathy

Financial Knowledge

Leadership Qualities

Project Management Competencies

Research

Strategic Thinking

Technical Skills (Methodologies, Processes, and Tools)

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

The **Advanced Product Management Programme (Batch 04)** at the **Indian Institute of Management Kozhikode (IIMK)** distinguishes itself as a preeminent offering within the competitive milieu of professional education. Under the guidance of esteemed faculty members, this dynamic initiative pledges to furnish participants with avant-garde proficiencies indispensable for thriving in the contemporary commercial sphere.

Duration
06 Months

Schedule
Sunday, 9:00 AM to 12:00 PM

Programme Highlights

Outcome analysis and justifiable recommendations under expert guidance

Develop an in-depth analysis and recommendation document for the capstone project

Capstone project

Experience real-life project development

Contextually designed six-month programme

Field research case studies

Peer-learning and networking opportunities

Knowledge of advanced tools for product management

Programme Curriculum

MODULE 01
Introduction
Value Creation, Communication, and Delivery

MODULE 02
Product and its Value Proposition
Relevance of Choosing the Right Target Market

MODULE 03
Strategic Elements in Product Management and Product Roadmap

MODULE 04
Market Segmentation, Target Market Selection, and Buyer's Persona

MODULE 05
Managing Product Positioning

MODULE 06
Innovation in Product Management and Disruptive Innovation

MODULE 07&08
Simulation – Crossing the Chasm Scenario 1
De-briefing of Simulation Scenario 2

MODULE 09
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, Minimum Viable Product (MVP),
and Minimum Delightful Product (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

SPSS <ZERØCODE> X

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.

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

Develop Insights in Product Strategy
Understand the role of product strategy in product management

Master the Product Lifecycle
Learn and implement the new product development processes

Integrate Qualitative and Quantitative Techniques
Learn qualitative and quantitative techniques, for consumer, market and product understanding

Agile Product Mastery
Learn agile product management, MVP, and MDP

Navigate the Product Planning Path
Understand product planning and road mapping

Analytics in Product Management
Learn 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* 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.
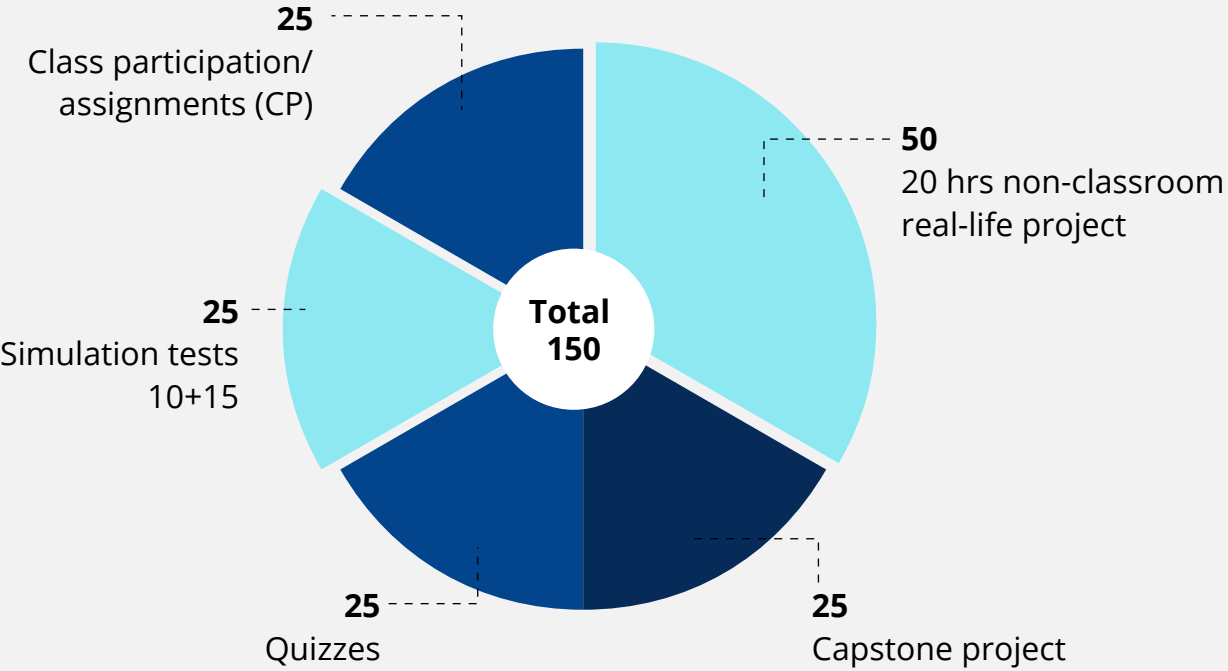
Attendance Criteria

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:

25
Class participation/
assignments (CP)

50
20 hrs non-classroom
real-life project

**Total
150**

25
Simulation tests
10+15

25
Quizzes

25
Capstone project

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

Prof. Atanu Adhikari
Professor,
Marketing Management

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 a Commonwealth Academic Fellow at London Business School, UK. He was a Doctoral Fellow of the Royal Statistical Society in London, UK. He has taught as adjunct faculty in many business schools abroad and at 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, the American Marketing Association, the 7th World Congress in Probability and Statistics, the 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, and 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.

- This is with reference to the refund of the Processing Fees, please note that the Processing Fee shall not be refunded in the following circumstances:

    - In case candidate rejects the offer issued by the Institute; and

    - In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.

- *All fees will be collected by Times Times Edutech and Events Limited (TEEL).

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	10th October, 2024	30,000
III	10th December, 2024	35,000
IV	10th February, 2025	35,000

*Taxes will be added as applicable.

Programme Timelines

Last Date to Apply	Refer to Website
Programme Start Date	15th September, 2024
Programme End Date	April 2025

APPLY NOW

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Indian Institute of Management Kozhikode
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Indian Institute of Management, Kozhikode (www.iimk.ac.in)

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. IIMK set up a Satellite campus at Info park, Kochi, in 2013, dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the 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 start-up incubation programme and the Indian Business Museum. IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK) and is on the verge of a triple-accreditation crown.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive programme providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1,300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.

EQUIS ACCREDITED	ASSOCIATION AMBA ACCREDITED

| **#3** | NIRF India Rankings 2023, Management | **#4** | Rank #4 in India and #70 Globally, Financial Times, Open Enrollment Ranking 2024 | **#3** | India's Best B-School The week-Hansa Research Survey 2023 |

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