



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

PROFESSIONAL CERTIFICATE PROGRAMME IN PRODUCT MANAGEMENT













STARTS JUNE 26, 2024 | 39 WEEKS |
ONLINE VIA PRE-RECORDED LECTURES

BATCH 12



Programme Summary

Professional Certificate Programme in Product Management

 Institute Name IIM Kozhikode	 Programme Duration 39 Weeks	 Cost INR 1,95,000 + GST
 Learning Mode Online - Pre-recorded videos, 1 weekly doubt-clearing session with industry practitioners	 Weekly effort 5 hours per week	 Faculty IIM Kozhikode
 Payment Options Basic Instalment Plans	 Special Pricing Special pricing up to 10% discount is available for corporate plans	 Guest Faculty/ Industry Experts Subject Matter Experts/ Mid-Senior Industry Practitioners
 Programme/ Course Leaders Subject Matter Experts/ Mid-Senior Industry Practitioners	 Eligibility Minimum Graduate or Diploma Holder (10+2+3)	 Certificate Upon successful completion of the programme, participants will be awarded a verified digital certificate from IIM Kozhikode

Learning Experience

- **Pre-recorded videos -**
Flexibility - Learn at your own pace, around your busy schedule
- **World-class faculty -**
Learn from the Best faculty and industry practitioners
- **High quality Videos -**
Great learning experience, even while on-the-move
- **Cohort-based learning -**
Networking & Community Interaction by using discussion boards
- **On Demand learning -**
Re-watch any lesson/ concept for deeper understanding

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this course?

This course is designed to give flexible learning, given time constraints of working professionals and contains high-quality pre-recorded videos with the globally renowned faculty from IIMK. No LIVE sessions will be taken by IIMK faculty.

What is the role of the Programme Leader? Are they institute faculty?

Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are not faculty of the institute

Who grades/ gives inputs on the assignments and projects?

The assignment grading frameworks are created in collaboration with the institute faculty. However the actual grading is done by the Programme Leader.

Is there a qualifying mark/ grade to get the final certification in this course?

Yes, the qualifying mark is 70%.

What if I miss the assignments for a particular week? Can I attempt them later?

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?

Doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress.

Are Tools covered in this course taught by institute faculty? Are licenses for these tools included in the course fee

We cover the concepts of the tools using pre-recorded demos and Industry expert sessions. These tools are not taught by faculty and are optional to learn in the course. Participants are expected to have their own licenses to these tools for practice, and are not offered with the course.

Will Emeritus/ Institute help with placement services?

This course is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. Over 87% Emeritus learners have witnessed career growth post completing their course. As an additional service, we provide job placement assistance, resume writing guidance, navigating job search and interview prep along with this course. All this guidance is provided over recorded videos, this is not live.

What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?

We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated before the programme commencement. However, after the programme commences, fee becomes non refundable.

What type of certificate will I receive?

Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

IIM Kozhikode Advantage

From the Director's Desk...

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 growth we have achieved in our 27-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 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 makes us believe that this is a legitimate aspiration.

The demand for Product Managers has increased manifold in the past few years. This has ultimately resulted in professionals such as mid-level or senior level managers and business heads & entrepreneurs wanting to transition to this role. IIM Kozhikode's Product Management programme is designed keeping in mind, the demand by organizations for exceptional product managers. This 39-week course combines the key aspects of Product Management, such as Product Strategy, Product Analytics and Product Development, to help aspiring product managers evolve into successful product owners, thereby helping their organisation achieve the business goals.

It is time to invest in your future and initiate your journey of becoming a successful product manager, by enrolling in IIM Kozhikode's Product Management Programme and carve out the way for your professional growth.

Wishing you all the very best!

Debashis Chatterjee


Prof. Debashis Chatterjee,
Director IIM Kozhikode



Product Management Overview

Product Management has become one of the most important components of corporate strategy in the modern world due to the rise of the start-up culture and the quickening shift to become more user-friendly and centric. Product managers have done the same. Product management is a multifaceted role that involves strategic thinking, market analysis, cross-functional collaboration, and a strong focus on customer satisfaction. It is instrumental in bringing successful products to market and ensuring their continued relevance and success throughout their lifecycle.

The intersection of technology, business, and user experience is product management.



Product managers need to have a good understanding of the **technologies** used and the labour required in creating the product.

Product Managers must be aware of the **business environment** in which they work in - such as business models, strategic goals and product-market fit.

Product managers must successfully express consumer needs in order to improve goods as they are the company's own **customers' voices**.

Programme Overview

The **Professional Certificate Programme in Product Management offered by IIM Kozhikode** is designed to equip professionals with the knowledge and skills required to excel in the field of product management. This program is ideal for individuals seeking to enhance their career prospects in product development, innovation, and management within various industries, including technology, consumer goods, healthcare, and more.

The programme is designed to provide product managers with the skills and knowledge they need to effectively develop, launch, and manage products and services. It covers a wide range of topics, including product strategy, market analysis, concept development, solution design, customer research, pricing, and go-to-market strategy.

The programme is taught by a team of experienced faculty from IIM Kozhikode. The faculty have extensive experience in product management, and they bring a wealth of knowledge and insights to the programme.

The programme also includes a number of industry-relevant case studies and projects. These help participants to apply the concepts they learn in the programme to real-world situations. Upon successful completion of the programme, participants will receive a certificate from IIM Kozhikode.

Starts On

JUNE 26, 2024

Duration

39 Weeks (5 hours/week)

Format

Online via Recorded
Video Lectures

Programme Fee

INR 1,95,000 + GST

A great product manager has the brain of an engineer, the heart of a designer, and the speech of a diplomat.

Deep Nishar

**Vice President of Product,
LinkedIn**

Product Management is not about the product but about the people.

Martin Eriksson

**Product Leader, Investor, Author,
Expert (Product Management
Practices)**

Programme Highlights



200+ Video Lectures



**21+ Quizzes
22+ Assignments**



**3 Hands On Project
1 Capstone Project**



**8+ Tools
15+ Case Studies**



**30+ Office hours with
Industry Experts**

Note: This is a self-paced online programme. Thus, faculty will not be a part of weekly live sessions or any other live interaction in this programme. We have a curated panel of eminent industry practitioners who will be conducting the weekly live doubt-clearing sessions.

Who is this Programme for?

Product management is a rapidly growing career in India. The demand for product managers is increasing due to the growing number of technology companies in India and the increasing focus on innovation. The demand for product managers is high, and the salaries are competitive. With the right skills and qualifications, you can have a successful career in this field.

Entry Level Managers and Entrepreneurs who would like to gain comprehensive knowledge on new product development, product strategies and leverage product analytics.

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.

Don't miss your chance to be part of this transformative learning experience. Whether you're a recent graduate, a seasoned professional, or transitioning to a new career, our Product Management Certificate Course will empower you to lead, innovate, and succeed in today's competitive business landscape.

According to the Product School Future of Product Management report, 43% of companies are hiring more PMs and 26% of PMs are planning to leave their jobs within the next 12 months.

Reasons to choose a career in Product Management

A rewarding career in product management gives you the chance to drive innovation, influence the future, and have a real impact on goods and services. It provides flexible opportunities for the development of strategic thinking, teamwork, leadership, and problem-solving skills.

With 20,000+ jobs on LinkedIn in mid-2022, the product management domain is in high demand in India. According to Jobted, the average salary for a product manager is around 246% higher than the national average salary in India.

Product Management Career Path

AVG CTC 5-7 LPA Assistant Product Manager **YoE 0-2 Years**

AVG CTC 5-27 LPA Product Manager **YoE 2-5 Years**

AVG CTC 10-40 LPA Senior Product Manager **YoE 4-6 Years**

AVG CTC 30-77 LPA Director Product Manager **YoE 7+ Years**

AVG CTC 30-100 LPA VP Product Manager **YoE 10+ Years**

AVG CTC 50-100 LPA Chief Product Officer **YoE 15+ Years**

Source: <https://economictimes.indiatimes.com/jobs/mid-career/why-you-should-be-interested-in-product-management-and-where-you-can-learn-it/articleshow/99788545.cms>

Why Choose Product Management Professional Certificate Programme?

The Professional Certificate Programme in Product Management offered by IIM Kozhikode is an excellent opportunity for professionals looking to develop their skills and expertise in product management. This program provides a well-rounded education in product-related strategies, market dynamics, and leadership, helping participants advance their careers in this competitive field.

**Comprehensive
Curriculum**

**Real-World
Expertise**

**Hands-On
Learning**

**Networking
Opportunities**

**Career
Advancement**

**Certification
from IIMK**

Programme Director



Prof. Atanu Adhikari, PhD

Professor,
Indian Institute of Management Kozhikode

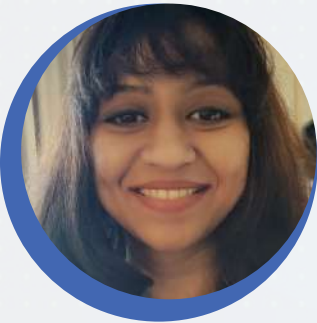
Professor Atanu Adhikari is a Commonwealth Academic Fellow to London Business School UK, Visiting Researcher to Syracuse University USA, PhD (ICFAI University with one year visiting program at Syracuse University, USA), an MBA (Gold Medallist, IISWBM, University of Calcutta) and a BE (National Institute 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 15000 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

Industry Experts



Saba Scalem

A Techno-Functional Expert with over 16 years of experience in the areas of E-commerce, Product Management, Digital Transformation, User Experience & Marketing.



P&L owner with global MNCs across various product and services companies into banking, Retail, and technology.



An area expert into payment gateway integrations on mobile app, website & omni-channel platforms.



Digital Transformation Expertise through innovative tech and marketing strategies by defining the right product, pricing & channels mix.



In-depth expertise from customer service and customer journey improvement perspective with the use of various analytics and data insights on digital and conventional channels.



Rahul Mohandas

A Product Leader with over 25 years of experience across industries. He is an independent Product advisor and Consultant.



His specialties include Product Strategy, Go To Market & Agile Product Development.



Alumnus of NIT Calicut and IIIT Bangalore.



He has worked at organizations such as Sabre, MindTree, Unilever, AT Kearney and Saint Gobain.

Industry Experts



Shyam Kumar DL

A visionary technology leader who blends deep business knowledge with leading edge technology capabilities with 27 years of experience.



Created, scaled and managed many IT products and platforms with significant positive impact on the organization's performance parameters.



In 2022, he was selected for Asia's 100 power leaders in technology. In 2020, he was conferred the top 10 CTOs award by the CEO Insights for his contributions to technology development and innovation.



Successfully created Store-in-a-Box, Supply Chain Analytics, Store Performance Management platforms that are been used by Fortune50 customers for their retail stores.

“

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

- Marissa Meyer, former CEO, Yahoo!

”

Programme Modules

MODULE 1: Introduction to Product Strategy

- What is a Product and its Types?
- Product Features
- Product Mix and Product Lines
- Product Strategy and its Characteristics
- Product Strategy: Role of Product Management and Organisation
- Holistic Approach to Product Strategy
- Factors Influencing Product Strategy

MODULE 2: Value Creation, Value Communication and Value Delivery

- Value creation - How Product is Connected to Customer
- Value Communication
- Value Delivery and Co-creation
- Traditional vs. Contemporary Value Delivery Process
- Porter's Value Chain
- Case study on Indraprastha Ice & Cold Storage

MODULE 3: Strategic Approach for Competitive Advantage in Product Strategy

- What is and what is not a Strategy?
- Porter's Generic Strategies
- Competitive Strategies
- SWOT Analysis
- Core Competency and its Characteristics
- Strategic Planning, Implementation and Controlling Process
- Strategic Business Units and its Relevance for Successful Product Strategy
- UTV & Disney – A strategic Alliance Case Study

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
- Growth Strategy and Strategic Planning Gaps
- Disruptive Innovation Case – ideaForge case study
- Disruptive Innovation when Customer tend to maintain Status-Quo
- Disruptive Innovation when Organisation wants to maintain Status-Quo

MODULE 5: New Product Development Process, and MVP and MDP Approaches

- Process in Product Development
- Identifying Customer Needs
- Product Planning
- Product Features and Specifications
- Concept Generation
- Concept Screening/selection
- Concept Scoring
- Concept Testing
- Product Launching
- Minimum Viable Product (MVP) Approach
- Minimum Delightful Product (MDP) Approach

MODULE 6: Market Orientation and Competitor Orientation

- Market Segmentation
- Target Market Selection
- Defining Buyers' Personas
- Product Positioning and Messaging: Requirement and Relevance
- Market Orientation when customers want to maintain status-quo
- Competitor Orientation
- Product strategy to Beat Competition
- Switz food case study on Competition

MODULE 7: Go-to-Market Strategy and Sales Strategy

- Selecting Best Route to Market
- Steps to Develop and Execute Go-To-Market Plan
- Managing the Product Launch
- Best Practices for Product Launch: Case Study
- Different Sales Strategies
- Managing Sales Force Perception
- Sales Force Compensation
- Successful Sales Strategy Case

MODULE 8: Product Positioning and Branding

- What is Product Positioning?
- Point of Parity and Point of Difference
- What is Product Branding?
- How to Create a Strong Brand Positioning?
- Develop a Brand Positioning Statement through Perceptual Brand Mapping
- Brand Equity
- Brand Mantra and Slogan
- Launch of Pleasure Scooter Case Study

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
- Role of Value Network and Channels for Successful Product Strategy
- Channel Members' Functions and Flow of Marketing Channels
- Vertical and Horizontal Marketing Systems (VMS & HMS)
- Channel Conflict
- Case Study on Burger King's Mouldy Burger Ad

MODULE 10: Pricing of Product

- Define Pricing of Product
- Pricing Principles
- Product-Pricing Strategies 1
- Product Pricing Strategies 2
- 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 1

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
- Characteristics of High-Quality Analytics
- Identify and Solving Product management Problem Using Product Analytics
- Analytics Objective, Research Questions and Hypotheses
- Variables and Unit of Analysis

MODULE 13: Product Analytics Process and Design

- Stages of Product Analytics Process
- Product Analytics Design
- Overview of Exploratory, Descriptive and Causal analytics
- Direct Exploratory Methods - FGD, Depth Interview
- Debrief of Focussed 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
- Useful Scales for Product Management
- 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
- Survey Analytics

MODULE 16: Data and Statistics for Descriptive Product Analytics

- Importance of Statistics in Product Management
- What is Descriptive Product Analytics?
- Describe Basic Descriptive Statistics
- Analysis and Application of Basic Descriptive statistics
- Correlation Analysis
- Demonstration of Correlation in the case Chic-Chicken: Marketing Research Decision
- Hypothesis Testing and Level of Significance
- Types of Testing Errors
- Approach to Testing: The P-Value/ Significance Value Method

MODULE 17: Predictive Analytics for Product Management

- Descriptive vs. Predictive analysis
- Exploratory Data Analysis for Predictive Modelling
- Create your own Model, Identify the Predictive Indicators and Test
- Regression Model
- Best Fit Line and its Explanatory Power
- Prediction using Regression Model
- Assumptions of Regression Model
- Estimation using regression Model
- Multiple Regression Model
- Dummy variable Regression

MODULE 18: Analysis for New Product Development and Modification

- Reasons for Applying Analytics in Product Development
- Introduction to Conjoint Analysis
- Creating Conjoint Design
- Conjoint Study Process
- Conjoint analysis Using Excel Software
- Calculating Importance of Product Features
- Validate Conjoint Design Model
- Demonstration of Developing Orthogonal Design
- Conjoint Design using XLSTAT
- Demonstration of Conjoint Data and Analysis in XLSTAT
- Market Share Calculation of the New Product

MODULE 19: Analysis of Consumer Behaviour

- Importance of Consumer Behaviour Analysis
- Factors Affecting Consumer Behaviour
- Customer Research using Factor Analysis
- Basic Concepts of Factor Analysis
- Principle Component Factor Analysis
- Factor Analysis Demonstration
- Factor Rotation
- Demonstration of Factor rotation
- Old Data to New Data
- Demonstration of creating New Data from Old Data
- Application of Analytics in Market Segmentation and Effective Targeting
- Segmentation using Cluster Analysis
- Outliers and Cluster Selection
- Hierarchical Cluster Analysis with SPSS
- K-mean Cluster Analysis in SPSS
- Validation of Cluster Analysis Solution
- Profiling of Customer Segments using Demographic and Socio-economic Variables

MODULE 20: Digital Analytics: Tools and Techniques

- Web Analytics and its Application in Product Management
- Importance of Web Analytics Tool
- A/B testing
- A/B Testing - Demo
- Customer Basket Analysis
- Customer Basket Analysis – Demo
- Customer Life Time Value Analysis

MODULE 21: Applying Analytics in Marketing

- Analytics for Recommendation - Collaborative Filtering
- Cosine based Collaborative Filtering
- Excel Demonstration Collaborative Filtering
- Using Analytics for Product Positioning
- Perceptual Mapping
- Perceptual Mapping Demo in Excel
- Qualitative and Quantitative Analytics
- Presenting Analytics Report

MODULE 22: Project 2

MODULE 23: Product Development Process

- Traditional Product Development Processes
- Waterfall Model of Software Development
- Modern Product Development Processes
- Traditional and Modern Processes: Comparison
- Product Development in B2B and B2C Industries

MODULE 24: Understanding Agile and Lean Development

- History of Lean and Lean Thinking
- Facets of Lean Product Development
- Lean Metrics
- Cycle Time and Flow Time
- Agile Product Development
- Lean versus Agile
- Agile Methodologies

MODULE 25: An Illustration of How Microsoft Practices Agile

- History of Product Development Processes
- Introduction to Scrum Framework
- Scrum Team
- Scrum Events
- Scrum Artefacts
- Scrum Illustration in Microsoft
- Case Study: Turtle Limited

MODULE 26: Design Thinking Process in Product Development

- What Is Design Thinking?
- Stages of Design Thinking Process
- Applying Design Thinking to Product Management
- Customer Inputs: Discussions and Interviews
- User Observation
- Focus Group Discussions
- Facilitated Workshops
- Translating Observations and Feedback
- Idea Generation, Development and Selection
- Idea Prioritisation
- Prototyping of Ideas
- Case Study: ideaForge - The Mechanical Charger

MODULE 27: Innovative Communication in Design Thinking

- Application of Innovation in Design Thinking
- Communication through Storytelling: Messaging and Persuasion
- Other Aspects of Storytelling
- Communication through Visualisation
- Thinking Like a Designer
- Case Study: SoaPen

MODULE 28: Product Prototyping

- What Is and Is Not Prototyping
- Need for Prototyping in Product Management
- Fidelity for Prototypes
- Low-Fidelity Prototyping
- Mid-Fidelity Prototyping
- High-Fidelity Prototyping
- Low, Mid and High-Fidelity Prototyping: Comparison
- Dimensions of Fidelity

MODULE 29: Product Road mapping and Prioritisation

- Product Road mapping
- Product Roadmaps in Product Management
- Key Elements in Product Road mapping
- Building a Product Roadmap
- Prioritisation of Features in a Product Roadmap
- Rol Scorecard and MoSCoW
- Importance of Product Roadmap in Agile Product Management

MODULE 30: Leading Product Development

- Product Leadership and Its Importance
- Qualities of an Effective Product Leader
- Setting-up a Product Development Team

MODULE 31: Project 3

MODULE 32: CAPSTONE PROJECT

- The capstone project, will provide participants with an opportunity to integrate their theoretical and practical understanding of Product Management and explore ways to apply their learnings in a real-world competitive business scenario.

Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.



Hands-on Experience with IIM Kozhikode

PROJECT 1

The first project of the programme is scheduled after the 10th module. The open ended project shall cover auditing a product strategy for potential weakness.

PROJECT 2

The second project of the programme is scheduled after the 21st module. The open ended project shall cover proposing the solutions to identified issues.

PROJECT 3

The third project of the programme is scheduled after the 30th module. The open ended project shall cover implementing the findings of analytics in decision making for product manager.

The capstone project, will provide participants with an opportunity to integrate their theoretical and practical understanding of Product Management and explore ways to apply their learnings in a real-world competitive business scenario.

CAPSTONE PROJECT

Tools Covered in the Programme



For designing and publishing real responsive websites.



Plan and manage all your team's work from start to end.

The logo for Balsamiq, with the word "balsamiq" in white lowercase letters on a red rectangular background.

balsamiq

Generate digital sketches of your idea or concept.

The logo for Mixpanel, with the word "mixpanel" in a purple, lowercase, sans-serif font, followed by three small purple dots.

mixpanel

Build custom reports and measure user engagement and retention.

The logo for XLSTAT, with "XLSTAT" in large orange letters and "by Addinsoft" in smaller orange letters below it.

XLSTAT
by Addinsoft

Analyze, customize, and share results within Microsoft Excel.

The logo for Google Analytics, featuring a bar chart icon with three bars of increasing height (orange, yellow, green) to the left of the words "Google Analytics" in a grey, sans-serif font.

Google
Analytics

Track goal completions, discover patterns and trends in user engagement.

Other Essential Tools



Note:

- All product and company names mentioned in this material are trademarks or registered trademarks of their respective holders. Their use does not imply any affiliation with or endorsement by them.

-The tools showcased in this material will be taught through pre-recorded demo videos.

-Please note that the fee does not cover any payments required for certifications offered by the tools or tool subscriptions.

-These sessions are optional and will not be factored into your final evaluation.

Case Studies

Product Strategy Case Studies



Edible Agro Products Lmtd

Bringing innovation and technology to less educated target audience.



ideaForge

The role that channel participants play in the acceptance and distribution of novel and socially innovative products



Indraprastha Cold Storage

The Value added case presents the strategic and managerial challenge faced as the company expands and develops.



Orchid Ecotel

The case serves as an example of the difficulties encountered in transferring 'The Orchid's' core strength to its other verticals.



Linc Pen

The case discusses new product development for targeting the premium target audience.



Spencer Retail

The case explore the introduction of the private label and change in store format for business expansion.



Switz Foods

The case study explores the opportunity for brand extension or market stretch or both.



UTV and Disney

Case study discussion on strategic alliance for global expansion and increasing the market share.



WOW Momo

A case study on becoming a leading multinational company with a fast food along with international expansion.

Case Studies

Agile Product Management Case Studies



Blinkit

The case study explores how the brand pulled off 10 mins delivery in India.



Honda Motors CB 350

The case study on stretching Product Line to Upmarket.



Kaya Seth

The case study explores the introduction of skin care products for school children.



Turtle

Case study on strategic plan for store selection, inventory and SCM.



Tata Motor

The case study explores the introduction of electric vehicles for the current market landscape.



Ola Scooter

The case study on first mass market electric automobile in India.

Product Analytics Case Studies



Shero Inc

The case study explores the opportunity for Carpet Shampooing Machine in India.



Chick-Chicken

The case study explores the need for market research for customer experience.

Generative AI

MODULE 1: Introduction to Generative AI

- What is Artificial Intelligence?
- Machine Learning and Deep Learning
- What is Generative AI?
- Types of Generative AI Models
- Neural Networks for Generative AI

MODULE 2: Generative AI Models

- Data collection and Pre-processing
- Training and Evaluation of GenAI Models
- Transfer Learning and Pre-trained Models
- Advanced GenAI Models - GANs
- GAN Architecture and Advanced Training Techniques

MODULE 3: Working with Generative AI

- Prompt Engineering
- Fine-Tuning
- Introduction to Gen AI Creativity Tools
- Integrating Generative and Discriminative Models
- Ethical Considerations

MODULE 4: Product Management and Generative AI

- Introduction to AI-powered PM
- Gen AI for Market Research
- Gen AI for Product Roadmaps
- Gen AI for Productivity
- Gen AI for Data Analytics
- Gen AI for Customer Engagement
- Gen AI for User Experience

The programme includes industry backed hands-on learning on the Generative AI tools.



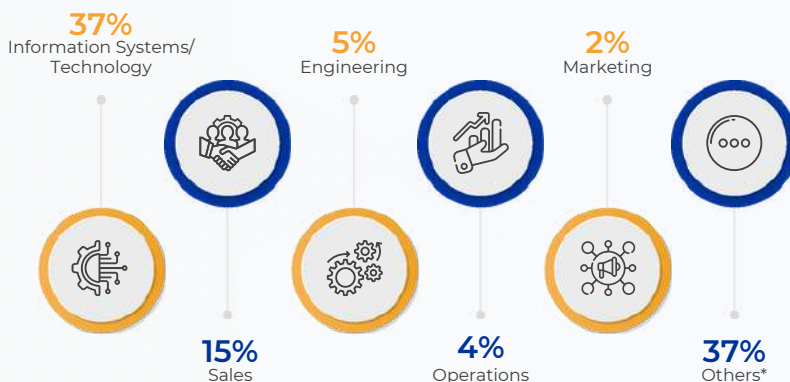
Past Participants Profile

The Importance of Product Management across sectors is evident in the diverse participant profiles, who have signed up for this programme.

Work Experience

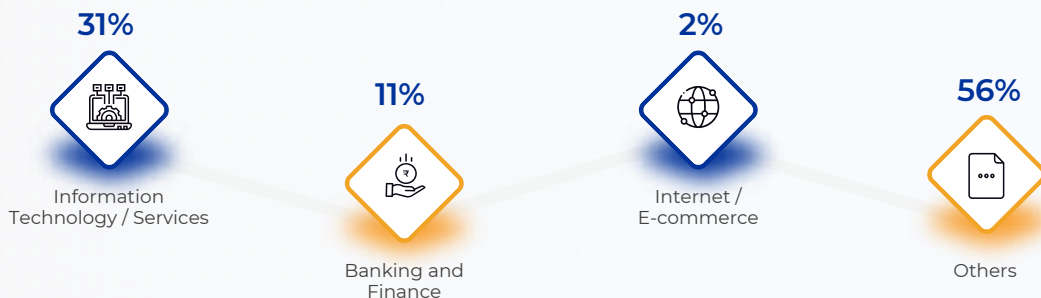


Job Function



*Others Include Operations, Customer Service, Human Resource, etc.

Industries



Other Industries Include Pharma, Ed Tech, FMCG, Retail, etc. .



The Overall Course Rating

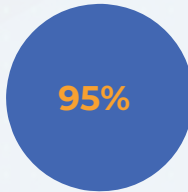
*Responded by candidates in the last 9 batches

Programme Satisfaction Percentage*

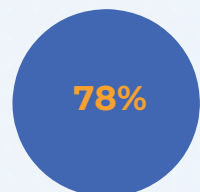
Faculty Videos



Group Activities



Assignments and Quizzes



*Over the last 11 batches

Participants Feedback



The playbook exercise was very helpful in retaining the information learned.



Utilizing frameworks and methods and having the professors build them into real scenarios and examples.



Professors are amazing to learn from. I retained the information easily and use it in business operations.

Participants Testimonials



NIRMAL KUMAR

Marketing Manager, Shycocare Technologies Pvt Ltd

Raunak Sir has an excellent knowledge of product management concepts. He explains everything with real life examples and makes complex topics easy to understand.



SUDIPTA DAS

Senior Consultant, Deloitte Touche Tohmatsu India

The content was crisp along with being interactive. An added benefit is a detailed discussions on the multiple case studies under each modules.



DEBASHISH CHAKRABARTY

Sr.Engagement Manager, Amazon Web Services

The program leaders are open and friendly. The slides cover all details of the module well and faculty addresses all the questions properly.



SARIKA NAIR

Product Owner, Tata Consultancy Services

The experiment to identify core competency of few companies was really good. It helped in understanding the key critical concepts of product marketing.



AVINASH SRINIVASAN

Quality Analyst, PhonePe

A clear presentation to derive value on Excel with the usage of formula was helpful. The entire module covered within the office hours adds true value to the learning.



Programme Certificate

Upon successful completion of the programme, participants will be awarded a verified digital certificate by IIM Kozhikode. IIMK will award a certificate of successful completion to participants who complete the programme successfully with 70% of score in evaluation. A participant with less than 70% of score in overall evaluation will not be awarded any certificate.

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



Learning Outcomes

1

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



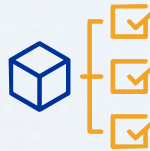
2

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



3

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



4

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



5

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



6

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



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 39-week journey with a learning commitment of 4-5 hours/week.

Debrief Sessions



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

Note:-

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

*Assignments are graded either by industry practitioners who are available to support participants in their learning journey and/or by the Emeritus grading team.

Programme Details

Programme Start JUNE 26, 2024



PROGRAMME FEE* : INR 1,95,000 + GST

Note:

*GST (currently @ 18%) will be charged extra on these components.

*Instalment payment options available.

*Additional convenience charges will be applicable on instalment payments.

*For detailed information on instalment payments reach out to your programme advisor.

Eligibility

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

Admission Criteria

- Open Enrolments

Programme Format

- Online via Recorded Video Lectures

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.execed@emeritus.org.

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

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 widest range of academic programs in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, 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 courses like 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 startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management and consistently features among the Top 5 B-Schools in the country in various rankings. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive program providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes for the past two decades, training more than 41000 participants from 150+ organisations - which also includes several Fortune 500 companies - in the process.



#4

72 Globally | Rank #4 in India
Financial Times, Open
Enrolment Rankings 2023

#3

NIRF India Ranking
2023, Management

#2

Public B-Schools, The Week -
Hansa Research Survey 2023

About Emeritus

IIM Kozhikode is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Kozhikode the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Kozhikode. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



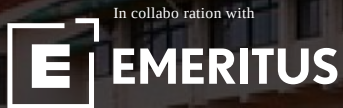
Apply for the programme here

APPLY NOW

For registration and any other information please get in touch with at iimk.execed@emeritus.org

 [WhatsApp an advisor on + 918657038243*](https://www.whatsapp.com/chat?phone=918657038243)

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



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