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

Professional Certificate Programme in

Product Management

Starts Dec 22, 2026 | 39 Weeks | Online Via Pre-recorded Lectures

#4	In India, #76 Global Rank, Financial Times Open Enrolment Rankings 2025
#3	NIRF India Ranking 2025, Management

Programme Summary

Professional Certificate Programme in Product Management

Institute Name
IIM Kozhikode

Programme Duration
39 Weeks

Cost
INR 1,99,900 + GST / AED 8,901

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 - Flexibilty -** Flexibilty - Learn at your own pace, around your busy schedule
- **World-class faculty** -Learn from the Best faculty and industry practioners
- **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
- **Optional Campus Immersion -** 1-Day optional campus visit at IIM Kozhikode

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. There will also be two live sessions by IIMK Faculty.

What is the role of the Programme Leader? Are they institute faculty?
Programme leaders are Industry Practitioners/Subject Matter Experts who assist with doubt clearing, explore specific topics in greater depth, and share real-world examples as needed. These sessions by industry experts are live sessions (also referred to as Office Hours) held every weekend for each module. Programme leaders are not faculty of the university but are profiles approved by the university.

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 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, including all videos and programme materials, during the course and for one year after the programme end date. Access to the platform is restricted to registered participants, as per the terms of the agreement.

Note: This Course Summary is provided only for your convenience. You are advised to refer to the Course Brochure for more information.

The 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 30 years journey.

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.

IIM Kozhikode's Professional Certificate Programme in Product Management offers learning through recorded online sessions taught by renowned faculty available in the comfort of your home. This programme is designed to help tech professionals, business heads, consultants, and entrepreneurs looking to lead end-to-end DS and AI projects and solve complex business problems. The meticulously curated industry-leading modules will enable participants to advance their knowledge to make better strategic business decisions.

Invest in your potential and start your journey of future-proofing your data science career by enrolling in the IIM Kozhikode's PCPM Programme.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee
Director,
Indian Institute of Management 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' 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.

> 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)

Starts on	Duration	Programme fee	Format
December 22, 2026*	39 Weeks (5 hours/week)	INR 1,99,900 + GST / AED 8,901	Online via Recorded Video Lectures

Programme Highlights

200+
Video Lectures

21+ Quizzes
22+ Assignments

Capstone Project

8+ Tools
15+ Case Studies

20+ Office hours with Industry Experts

Live sessions by IIM Kozhikode faculty

Over five AI and Generative AI masterclasses delivered by SME/PL

Generative AI Modules

1-Day Optional Campus Immersion at IIM Kozhikode

Note:

- This is a self-paced online programme. The programme is delivered as pre-recorded lectures by IIMK faculty+ weekend live sessions by a curated panel of eminent industry practitioners (theory + practical). (Doubt clearing will also be done in the weekly sessions). There will also be a few live online sessions by IIMK faculty.
- The optional on-campus networking event is a one-day programme that allows learners to connect with peers from different cohorts at the IIMK Campus. The fee for this event is INR 13,000 per day as the optional in-campus fee for twin-sharing mode of accommodation and Rs. 15,000 per day for single accommodation(or equivalent amount in the applicable currency at the time of payment) plus applicable taxes, if any.

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.

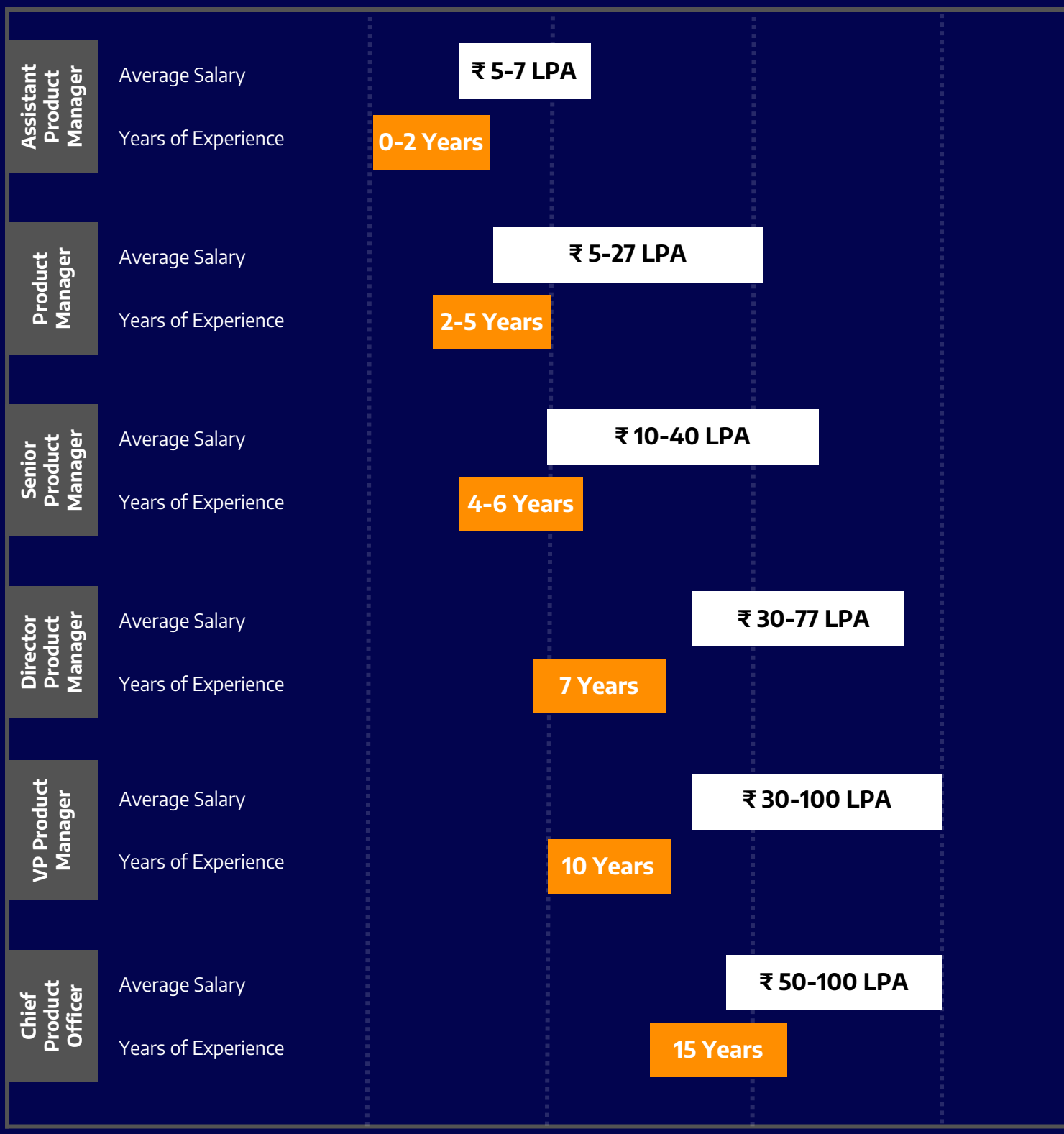
- **Senior-level managers** who would like to refine prototypes and MVPs, learn Product pricing, and modifying their products to better suit customers.

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.



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
- Hands-On Learning
- Career Advancement
- Real-World Expertise
- Networking Opportunities
- 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

Note:
Programme Directors might change due to unavoidable circumstances, and revised details will be shared closer to the program me start date.
-Industry Expert sessions could be scheduled in a different time zone, depending on speaker availability

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.

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

- Marissa Meyer, former CEO, Yahoo!

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.

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.

Programme Modules

Module 01: 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 02: 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 03: 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 04: 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 05: 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 06: 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 07: 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 08: 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 09: 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: 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 12: 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 13: 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 14: 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 15: 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 16: 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 RegressionMmodel
- Dummy variable Regression

Module 17: 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 18: 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 19: 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 20: 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 21: 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 22: 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 23: 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 24: 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 25: 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 26: 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 27: 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
- RoI Scorecard and MoSCoW
- Importance of Product Roadmap in Agile Product Management

Module 28: Leading Product Development

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

Module 29: 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.

Live Online Sessions with IIMK Faculty

There will be live online sessions with IIMK faculty, where they will cover key topics:

Product Strategy:
Gain insights into developing and executing effective product strategies.

Product Analytics:
Learn how to leverage data for informed product decisions and business growth.

These interactive sessions provide an opportunity to learn directly from IIMK faculty and deepen your understanding of essential product management concepts.

AI & Gen AI Masterclass by Industry Experts

Discover how AI and Gen AI are revolutionizing key aspects of product management. These expert-led sessions will provide valuable insights into leveraging AI for smarter decision-making and innovation.

Tools Covered in the Programme

Framer	For designing and publishing real responsive websites.
asana	Plan and manage all your team's work from start to end.
balsamiq	Generate digital sketches of your idea or concept.
mixpanel	Build custom reports and measure user engagement and retention.
XLSTAT	Analyze, customize, and share results within Microsoft Excel.
Google Analytics	Track goal completions, discover patterns and trends in user engagement.

Other Essential Tools

Excel

Jira

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

Gemini

ChatGPT

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.

Case Studies

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

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.

Case Studies

Product Analytics Case Studies

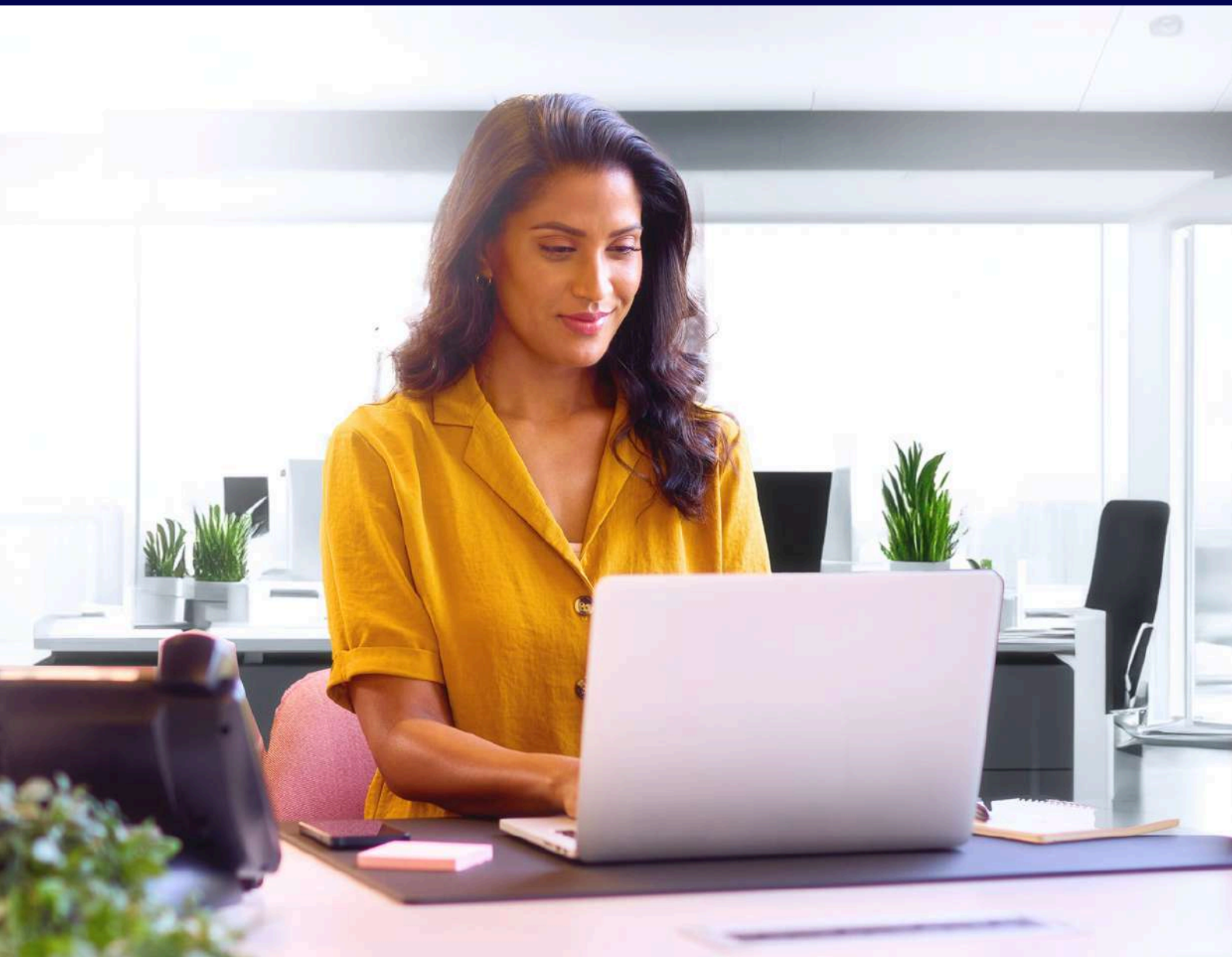
Shero Inc

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.

Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.



Generative AI

Module 01: 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 02: 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 03: Working with Generative AI

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

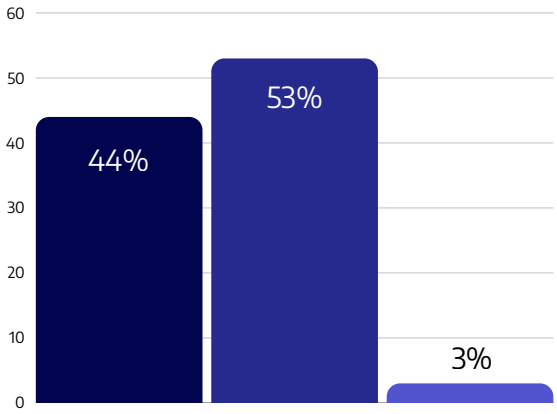
Module 04: Product Management and Generative AI

- 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

Past Participants Profile

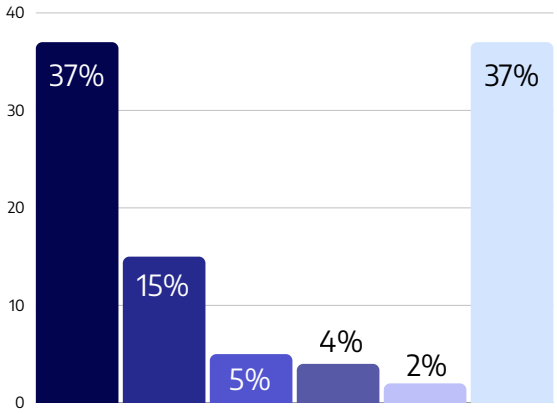
The Importance of Product Management across sectors is evident in the diverse participant profiles, who have signed up for this programme.

Work Experience



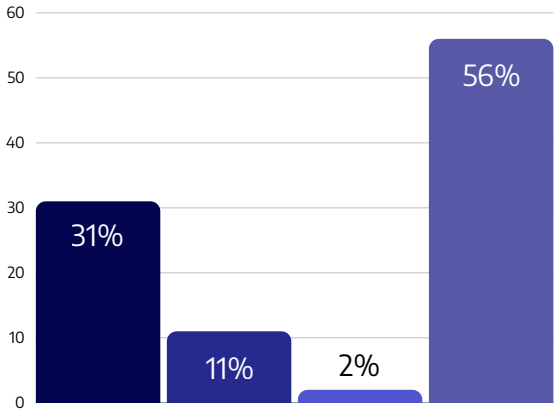
- 0 - 10 Years
- 11 - 20 Years
- 21+ Years

Job Function



- Information Systems/ Technology
- Sales
- Engineering
- Operations
- Marketing
- Others*

Work Experience

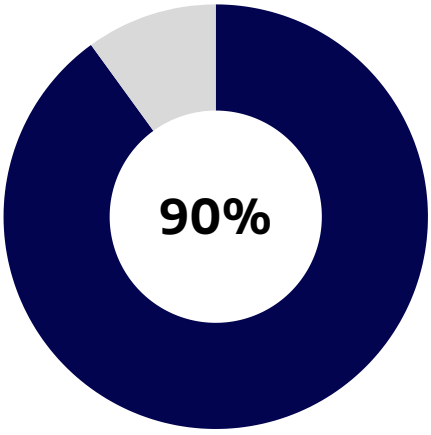


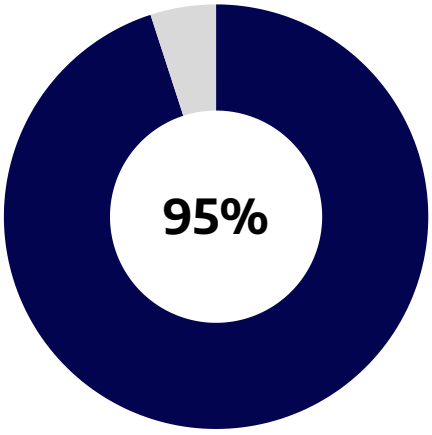
- Information Technology / Services
- Banking and Finance
- Internet / E-commerce
- Others

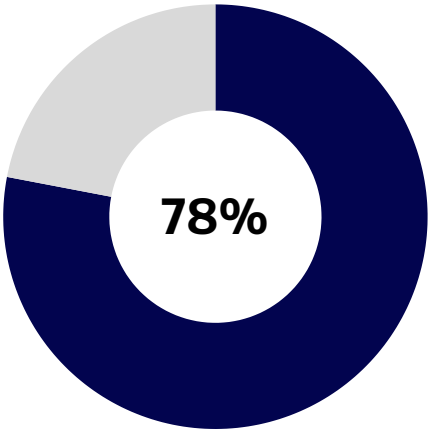
The Overall Course Rating

*Responded by candidates in the last 11 batches

Past Participants Profile







*Over the last 11 batches

Past Participants Profile

- 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.

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.

Certificate No.

भारतीय प्रबंध संस्थान कोषिक्कोड

Indian Institute of Management Kozhikode

eMDP (Asynchronous)

Programme Completion Certificate

This is to certify that

Name of Participant

Participated and successfully completed the programme

Professional Certificate Programme in Product Management

(Start date-End Date)

Coordinator(s)

Director

Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Kozhikode reserves the right to change the certificate and specifications without notice.

Learning Outcomes

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

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

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

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

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

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

Testimonials of Past Participants

"Professor Atanu's clear explanations in an easy-to-understand manner, combined with Rahul's weekly office hours, where concepts are recapped and explained with real-world examples, have made this program highly effective in achieving its goals."

- Sumedha Torati
ASenior Product Analyst
JP Morgan Chase India Private Limited

"The program provided valuable insights into product management concepts, complemented by regular assignments and live sessions for reinforcement."

- Poornima C
Senior Project Manager
Laerdal Bangalore

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 and Convenient Online Learning
Learn online via recorded videos from top IIM Kozhikode faculty in a high-impact 32-week journey with a learning commitment of 5-6 hours/week.

Debrief Sessions
The Emeritus Programme Leaders will be available for live online sessions every week or every alternate week to help you clarify your doubts pertaining to the programme content.

Timely Follow up and 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.

Programme Details

Programme Start Date	**December 22, 2026**
Programme Fee	**INR 1,99,900 + GST / AED 8,901**

Note:
*GST (currently @ 18%) or applicable taxes 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)

Programme Format

- Online via Recorded Video Lectures

Admission Criteria

- Open Enrolments

Application Requirements

- Your Graduation/Degree:
  You can submit a scanned copy of any one of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

Programme Application Link

Click here to apply to the programme.
Finance options available. Click here to learn more.
For more information, please email at iimk.execed@emeritus.org

Note:
- Admissions are on a first-come, first-serve basis
- The optional on-campus networking event is a one-day programme that allows learners to connect with peers from different cohorts at the IIMK Campus. The fee for this event is INR 13,000 per day as the optional in-campus fee for twin-sharing mode of accommodation and Rs. 15,000 per day for single accommodation (or equivalent amount in the applicable currency at the time of payment) plus applicable taxes, if any.

About IIM Kozhikode

Established in 1996, with its first Post Graduate Programme (PGP 01) officially initiated in 1997, 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.

#4	In India, #76 Global Rank, Financial Times Open Enrolment Rankings 2025
#3	NIRF India Ranking 2025, Management

ASSOCIATION OF MBAS ACCREDITED | AACSB Business Education Alliance Member | EQUIS ACCREDITED

About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, and governments worldwide. It does this by collaborating with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies, and organizations. Its unique model of state-of-the-art technology; curriculum innovation; and hands-on instruction from senior faculty, mentors, and coaches has educated more than 350,000 individuals across 80+ countries.

Lead into the future of Product Management

Apply for the programme here

APPLY NOW

Refer your colleague and earn benefits

REFER NOW

Finance options available

KNOW MORE

WhatsApp an advisor on +91 86570 38243*

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

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

IIMK MDP Office Contact Details:

Phone: 0495 2809557

Email: mdp1@iimk.ac.in

In collaboration with

EMERITUS

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