



IIT BOMBAY
EXECUTIVE
EDUCATION

CERTIFICATE PROGRAM IN **PRODUCT MANAGEMENT**

Starts March 31, 2021 | Duration: 6 Months

DELIVERED VIA LIVE ONLINE SESSIONS

Acquire key strategic and tactical skills to become an innovative future product leader

OVERVIEW

Product management roles are growing by an incredible 29% year-on-year (LinkedIn 2019). This demand is a result of the steep growth in innovation, digitisation and globalisation that the world has witnessed in the last decade. Organisations are constantly seeking professionals who can successfully innovate, position and market products while building a strong brand identity around it.

Product management is at the forefront of business-decisions in today's evolving economy. Learning how to shape a product from ideation to sales is an ever-growing demand in the corporate sector. Thriving in a volatile, competitive world and keeping pace with new-entrants in the market is a real challenge. Fulfilling the changing needs of today's consumer requires agile business strategies and innovative product development.

Enrolling in Indian Institute of Technology, Bombay's (IITB) Product Management Certificate program will help you acquire crucial skills from ideation to go-to-market strategies, product life cycle management, brand building, digital product marketing and much more from a business perspective.

This engaging learning experience will give you a strong tactical and strategic understanding of disruptive business models, conceptualising innovative products, with the customer as a focal point and driving overall business growth.

WHO IS THIS PROGRAM FOR?

This 6-month program by IIT Bombay would be a great opportunity for current product management professionals looking to upgrade their skills; as well as professionals across domains keen on pursuing a career in product management.

Early professionals desirous of establishing a career in Product Management, Product Development, Marketing, Branding and Sales domains

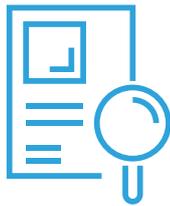
Product, Sales and Marketing Professionals looking to upgrade their Product Management skills and acquire a contemporary understanding of innovation and disruptive techniques

Business leaders and Functional heads across different verticals who are keen to develop a deeper understanding of business opportunities and conceptualise disruptive business models with a product-centric approach

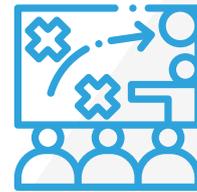
Consultants, Entrepreneurs and Business Owners who aim to grow businesses through effective and innovative product strategies

PROGRAM HIGHLIGHTS

IIT Bombay's Product Management program will help participants gain deeper insights into the significance of product development, product marketing management and its diverse application across verticals. The program's structure ensures that participants have an engaging and immersive learning experience.



Learn via real business case studies, quizzes, simulations as well as online sessions from expert IIT Bombay faculty and industry professionals.



Highly strategic and tactical program to enable creation of innovative consumer-focused products.



Relevant for candidates from technical and non-technical backgrounds.



Receive a Certificate of Completion from the prestigious Indian Institute of Technology, Bombay



Live online sessions, once a week over the weekend

LEARNING OUTCOMES

Participants from across domains will find the learning relevant since the crux of this program is to provide frameworks for product-centric thinking. This program has been designed to meet the future needs of organisations.

Acquire an understanding of key elements of product road-mapping and product life-cycles to create successful strategies

Understand strategies around pricing, distribution, marketing and sales



Learn to create and market products and services with a value-driven and a customer-centric approach

Gain insights on how to innovatively conceptualise, develop, refine and test products to optimise business growth

Build capability to create disruptive business models with a product-centric approach and to track performance and success

PROGRAM MODULES

1. Foundations of Product Management

- ▲ Products as Customer Value Proposition
- ▲ Product classification & decision implications
- ▲ Product hierarchy analysis
- ▲ Product life cycle

2. Consumer and Market Research

- ▲ Consumer & market research process
- ▲ Demand forecasting
- ▲ Product positioning maps
- ▲ Conjoint analysis for product development

3. Market and Segments

- ▲ Product - market analysis
- ▲ Market Segmentation, Targeting and Positioning
- ▲ Developing buyer persona

4. Innovative Product Development-I

- ▲ Innovation and its attributes
- ▲ Invention & innovation
- ▲ Innovator's DNA
- ▲ Innovation in newly industrialized countries (NICs)
- ▲ Business model
- ▲ Levers of innovation
- ▲ Types of innovation - open innovation, frugal innovation & reverse innovation w.r.t Products
- ▲ Innovation metrics
- ▲ Innovation process & innovation as a system
- ▲ Product - Market Matrix

5. Innovative Product Development-II

- ▲ Technology - Market Matrix
- ▲ S curve for product/ technology evolution
- ▲ Customers and their needs
- ▲ Need-finding Critical Success Factors (CSFs) for new products
- ▲ Product design
- ▲ What is Means NOW
- ▲ Brief idea about aesthetics & elegance and quality of products
- ▲ Design hierarchy
- ▲ New product development (Stage-Gate) process - various stages in detail
- ▲ Agile process

6. Design Thinking and Product Development

7. Digital Product Management

- ▲ Introduction to digital product management: roles, responsibilities, problems, and decisions
- ▲ Role of algorithms, design, marketing, and psychology
- ▲ Methodologies, tools, and techniques used in product development, management and performance.
- ▲ Defining MVP (minimum viable product)
- ▲ Building the right feature set
- ▲ UX design, wireframing & creating interactive prototypes
- ▲ Adding product analytics
- ▲ Search Engine Optimization
- ▲ Personalization and recommendation

8. Transforming Products to Brands

- ▲ Role of brand and brand architecture strategies
- ▲ Building and sustaining brand equity

9. Product Pricing

- ▲ Different perspectives of pricing
- ▲ Value based pricing
- ▲ Dynamic pricing issues

Simulation

Experiential learning to apply classroom learnings on simulated business scenarios.

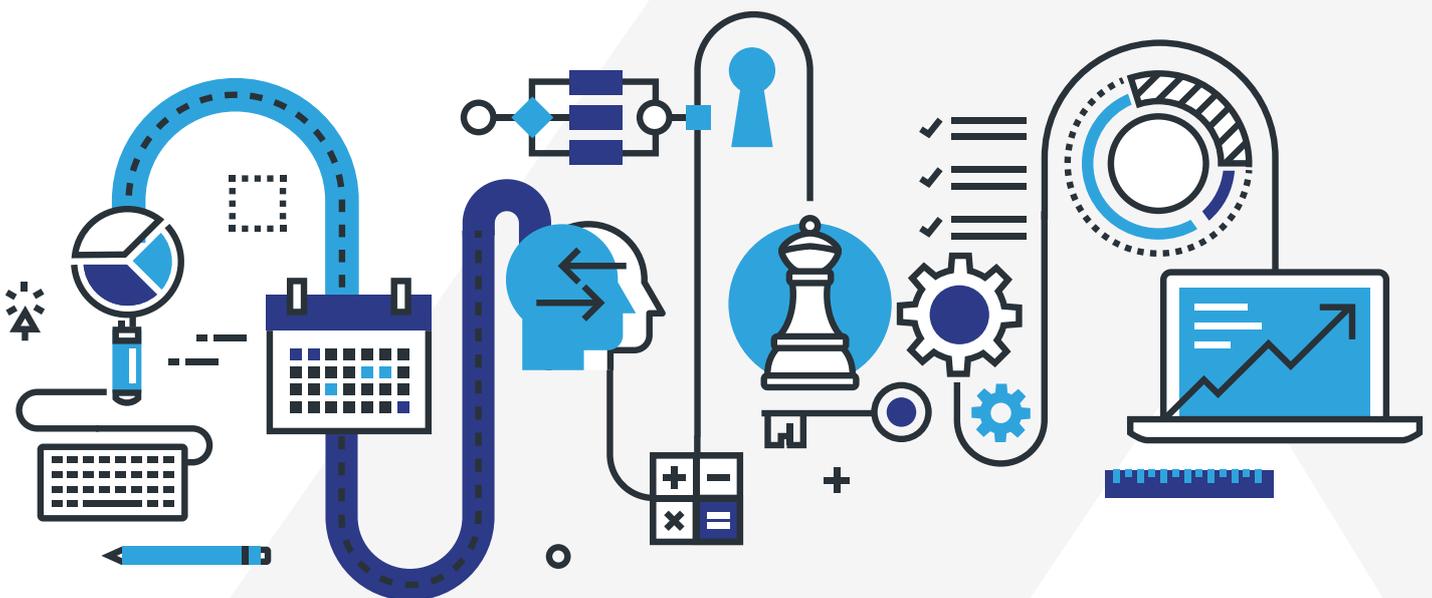
Practical approach to teaching will be undertaken with real-world case studies being discussed as part of each module.

10. Product Marketing/ Go-To-Market

- ▲ Understanding multiple channel partners' role
- ▲ Distribution strategies
- ▲ Sales Management

11. Product Promotion - Traditional and Digital

- ▲ Traditional Promotion mix
- ▲ Digital product promotional tools
- ▲ B2B product promotion



CEP CHAIR



Prof. Siddhartha Ghosh

Prof-in-Charge, CE & QIP

He is currently a Professor in the Department of Civil Engineering, IIT Bombay. After completing his Ph.D. from the University of Michigan in 2003, he joined IIT Bombay, where he has held various academic positions. His research interests are primarily in the application of probabilistic methodologies in earthquake risk reduction. He has supervised/is supervising several doctoral and masters research students working in the areas of performance-based seismic design, structural reliability, design of structural and cold-formed steel, analysis of masonry domes and arches, etc. Besides academic and sponsored research, he teaches graduate and undergraduate courses in structural engineering and probabilistic methods. He has conducted industrial research/consultancy works in the areas related to structural dynamics, structural reliability, design of steel and RC structures, and retrofitting of structures. He is a member of the Bureau of Indian Standards' committee CED 7 on steel structures. For the academic year 2014-15, he was on sabbatical as a guest professor in the Chair of Structural Dynamics and Earthquake Engineering in IBK, D-BAUG, ETH Zurich.

PROGRAM FACULTY



Prof. Dinesh Sharma

Associate Professor, Marketing

Prof. Sharma comes with diverse experience in marketing - as a practitioner, researcher and teacher. His areas of interest in teaching are marketing strategy, marketing research, brand management, sales and distribution management. His areas of interest in research are marketing strategy, consumer value and brands. He has published papers in many peer-reviewed international journals and also has written case studies.

PROGRAM FACULTY



Prof. Rajendra Sonar

Professor, Information Systems/ Technology

Prof. Rajendra Sonar is the Co-founder of WKA Technologies Pvt Ltd, SINE, IIT Bombay. He is a skilled researcher in the field of artificial intelligence and has consulting interest in modelling and implementing business solutions using intelligent systems and analytics using AI techniques and N=1 analytics.

He recently published a book, Next Generation BI: A knowledge-based approach. He has also designed and developed a Knowledge-Based Artificial Intelligence (KBAI) platform to develop and deploy AI-backed systems and applications.

Prof. Sonar's areas of study and research include, knowledge-based systems and applications, knowledge automation, intelligent systems and business applications, machine learning, hybrid intelligent systems, N=1 & R=G analytics, personalization and recommendation



Prof. Kamlesh Pande

Visiting Professor, Management Development Programs (MDPs) and Continuing Education Programs (CEPs)

Prof Kamlesh Pande is a visiting faculty at SJM School of Management, IIT Bombay, and delivers lectures in Management Development Programs (MDPs) for industry managers. He has been teaching Innovation management, Knowledge management, and R&D management as adjunct professor earlier.

He was Head of Technology Management with Mahindra & Mahindra, Vice President (R&D and Innovation) with Thermax Ltd., Pune, and Chief (R&D) with Forbes Marshall, Pune. Prior to that, he was with Tata Consulting Engineers, Corporate R&D of Bharat Heavy Electricals Limited (BHEL) and Tata Energy Research Institute. He was involved in projects on Frugal (Engineering) Innovation in Healthcare at National University of Singapore (NUS). Prof Pande is also on research advisory committees of various Research Centers and Hospitals.

PROGRAM CERTIFICATE

Participants will be awarded a certificate of completion from IIT Bombay on successfully scoring 50% in every evaluation component and maintaining a minimum **attendance of 80%**.

Participants who score less than 50% in any evaluation component but have a minimum **attendance of 80%** shall be awarded a certificate of participation from IIT Bombay.



Terms & Conditions:

- The program fee paid by the participants cannot be transferred to another participant.
- Under no circumstances shall the refund be made once the candidature is confirmed.
- CE&QIP will award the Certificate of Participation at IITB, once candidates fulfil the requirements prescribed by the Coordinator of the program.
- This is not a degree or a diploma program.
- The content posted and shared with participants online is only for learning. It will be considered illegal if circulated/uploaded on public websites.
- The program does not give the status of a bonafide student or alumni of IITB.
- Participants shall not have any access to the IIT Bombay library and other resources. The instructors shall provide the relevant learning content.
- The medium of instruction will be English, and the program will be delivered online.
- The program coordinator will be the point of contact for participants to raise any grievance/problem/concern/issue related to the program.
- The examples and cases discussed/presented by the faculty are only for the academic purpose and not to hurt or represent any ideology.
- The program will be held across 22 -23 weekends over six months

ELIGIBILITY



Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university (UGC/AICTE/DEC/AIU/State Government/ recognised international universities) in any discipline with minimum 1 year of work experience (after graduation).

EVALUATION METHODOLOGY



IIT Bombay will conduct online exams, case analysis, class contribution, assignments and any other component as decided by the Faculty.

Participants will also be required to work on individual/ group assignments and/ or projects. The main objective of such assignments/ projects will be to help the participants apply their conceptual learnings from the program to actual organisational scenarios.

ADMISSION PROCESS



Participants must submit an application form and submit copies of their credentials at Eruditus portal. For corporate nominations, the company can confirm that their credentials are in order.

PROGRAM SCHEDULE



Duration	6 Months
Academic Orientation	April 18, 2021
Live Online Learning	Once a week, Sunday (12:15pm – 03:15pm)

PAYMENT DETAILS

Program Fee INR 99,000 + GST (Early Bird Fee, applicable till Mar 04, 2021)
 INR 1,14,000 + GST (Standard Fee, applicable from Mar 05, 2021)

Round-wise Application Dates

Round 1	Mar 04, 2021
Round 2	Mar 25, 2021
Round 3	Apr 05, 2021

Note: Admissions are on a first-come, first-serve basis. There might not be a subsequent round if seats are filled in the initial rounds.

Program Application Link [Click here to apply to the Program.](#)

Instalment Schedule

	Instalment 1	Instalment 2
Remarks	Immediate	Apr 15, 2021
Early Bird Discount*	INR 50,000 + GST	INR 49,000 + GST
Standard	INR 50,000 + GST	INR 64,000 + GST

**Applicable till Mar 04, 2021.*

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

Finance options available. [Click here](#) to know more.
For more information please email at iitb@eruditus.com

ABOUT IIT BOMBAY

Established in 1958, the second of its kind, IIT Bombay was the first to be set up with foreign assistance. The funds from UNESCO came as Roubles from the then-Soviet Union. In 1961, Parliament decreed the IITs as 'Institutes of National Importance'. Since then, IIT Bombay has grown from strength to strength to emerge as one of the top technical universities in the world. The institute is recognised worldwide as a leader in the field of engineering education and research. Reputed for the outstanding calibre of students graduating from its undergraduate and postgraduate programs, the institute attracts the best students from the country for its bachelor's, master's and doctoral programs. Research and academic programs at IIT Bombay are driven by an outstanding faculty, many of whom are reputed for their research contributions internationally. IIT Bombay also builds links with peer universities and institutes, both at the national and the international levels, to enhance research and enrich its educational programs. The alumni have distinguished themselves through their achievements in and contributions to industry, academics, research, business, government and social domains. The institute continues to work closely with the alumni to enhance its activities through interactions in academic and research programs as well as to mobilise financial support. Over the years, the institute has created a niche for its innovative short-term courses through continuing education and distance education programs. Members of the faculty of the institute have won many prestigious awards and recognitions, including the Shanti Swaroop Bhatnagar and Padma awards. Located in Powai, one of the northern suburbs of Mumbai, the residents of the institute reap the advantage of being in the busy financial capital of India, while at the same time enjoying the serenity of a campus known for its natural beauty. A fully residential institute, all its students are accommodated in its 15 hostels with in-house dining; the campus also provides excellent amenities for sports and other recreational facilities.

ABOUT ERUDITUS

Eruditus Executive Education offers customised and open programs in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education and EMERITUS. It offers world-class executive education to grow businesses continuously. Led by alumni of INSEAD and Harvard and supported by eminent program experts, the programs are designed to give a learning experience integrated with sustainable business applications. programs are crafted in a different range of formats; in-class, online as well as blended programs. The portfolio includes short 2 to 4-day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.

Apply for the program here

APPLY NOW

For registration and any other information,
please get in touch with us at [**iitb@eruditus.com**](mailto:iitb@eruditus.com)

