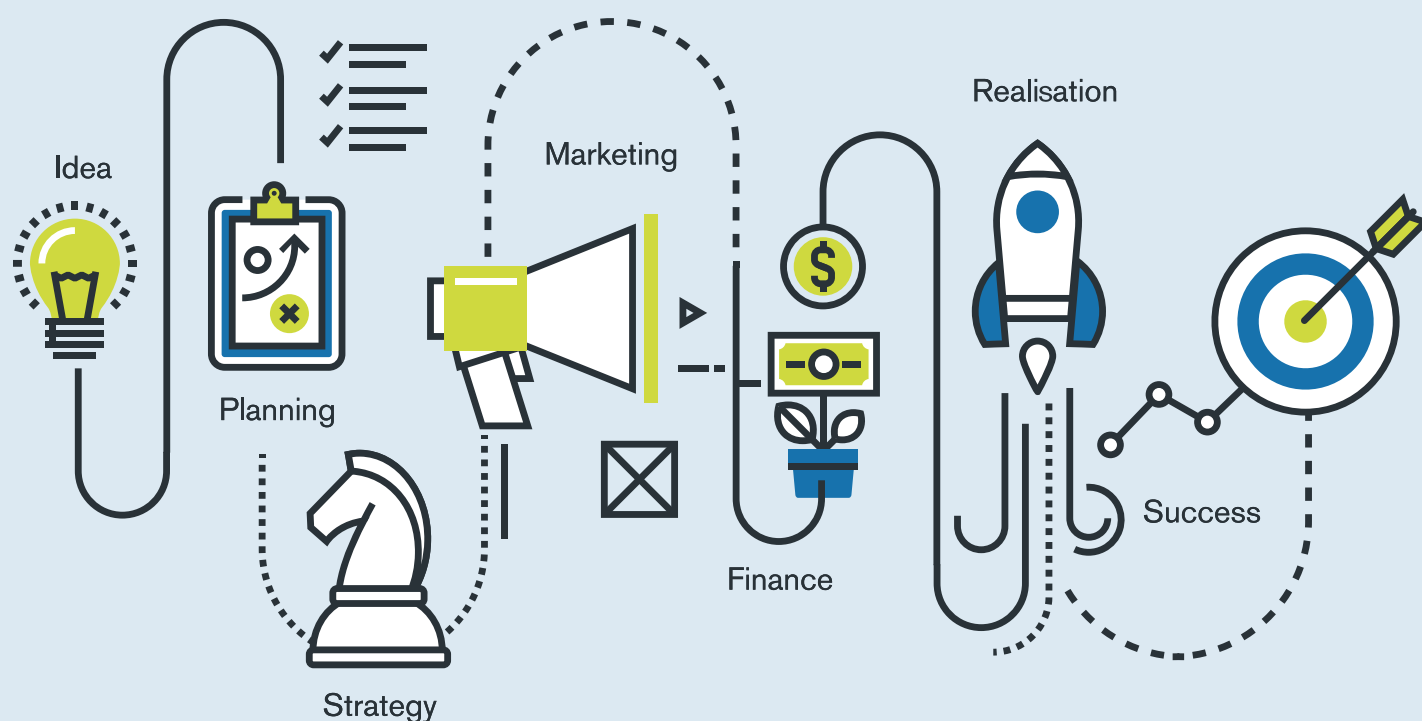




XLRI
Virtual Interactive Learning

EXECUTIVE DEVELOPMENT PROGRAMME IN ADVANCED PRODUCT MANAGEMENT

STARTS MARCH 30, 2022 | 10 MONTHS | LIVE ONLINE



Gain the knowledge to manage the life cycle of a product from ideation to performance.



Starts On
March 30, 2022*



Duration
10 Months
Live Online



Programme Fee
INR 1,62,500 + GST#

* Begins with an introduction to the platform
Inclusive of Registration Fee

Overview

The explosive growth in digital ventures across India and the world in the last decade has led to an ever-growing demand for Product Managers. Product Managers are at the intersection of business, technology and customer experience. They are 'CEOs of their product', responsible for every facet from development and launch to marketing and analytics.

“

The 2020 Product Strategy Trends & Benchmark Report found that 43% of organisations say that product managers are the key differentiators in their businesses.

”

Begin your journey towards a career in Product Management by enrolling for **XLRI VIL's Advanced Product Management**, in collaboration with Eruditus Executive Education.

Through this programme you will gain an understanding of product strategy, ideation, creation, management and growth across life cycles as well as marketing, branding and sales from a product perspective. It will enhance your creative problem-solving skills, and equip you with immense strategic and tactical knowledge allowing you to play a key role in creating disruptive business models.



Who is this Programme for?

The Advanced Product Management programme is most beneficial for:

- Marketing & Sales Managers looking to understand products and lifecycles in order to better market, promote and brand them, as well as professionals interested in moving into product-centric roles.
- Product, Category & Programme Managers interested in furthering their knowledge in product strategies, disruption and innovative techniques.
- Business Heads & Entrepreneurs keen to understand market opportunities, conceptualise disruptive business models, nurture products, and network with industry thought-leaders.
- Consultants looking to develop a strategic and customer-centric mindset, adapt new technologies, business models, and product strategies.

XLRI VIL's 10 month Advanced Product Management programme will be a great learning experience for professionals across a wide variety of industries, especially those who work in ecommerce, media, retail, healthcare, education and the IT industry.

“

Your most unhappy customers are your greatest source of learning.

- Bill Gates, Co-Founder, Microsoft Corporation

”



Programme Highlights

XLRI VIL's Advanced Product Management programme is structured and designed considering the future needs of organisations and developing successful leaders. The programme has been designed maintaining a balance between aspects related to organisational strategies, governance, performance, and the practical aspects of functional domains for senior managers.



For candidates from technical and non-technical backgrounds



Eminent faculty of XLRI, and top industry professionals



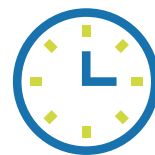
Strategic and tactical curriculum to create customer-centric products



Live online sessions, assignments, case studies and a Capstone Project



'Executive Development Programme Certificate' granted by XLRI upon completion



10-month Programme with Live Online Sessions



Programme Faculty



Dr Rajeev Roy

General Management

Dr Rajeev Roy is an entrepreneurship educator, startup mentor, entrepreneur and investor. Currently he is Professor of entrepreneurship at XLRI Xavier School of Management, and the CEO of XCEED, the campus incubator. He completed his PGDM from IIM, Ahmedabad. His entrepreneurial ventures include food processing, KPO, dairy products and microfinance.

He has been involved in entrepreneurship development in 14 countries across five continents. He has been a full-time faculty in business schools in India and USA. He has set up 6 incubators and accelerators in 4 different countries. He was founder CEO of 36Inc in Raipur which became India's 2nd largest Incubator and incubated over 100 startups within a year of being setup.

Note: Programme Faculty might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.



Programme Modules

This comprehensive programme on product management will give participants an understanding of how to build an idea into a product, and develop & deploy it through various stages of the Product Development lifecycle. These learnings will be carried out through projects, group work, assignments, regular quizzes, and a mandatory Capstone Project.

MODULE 1: Introduction to Product Management

- What is a Product?
- What is Product Management?
- Product Lifecycle
- Types of Product Management

MODULE 2: Market Research & Analysis

- Qualitative Research
- Quantitative Research
- Surveys and Interviews
- Value Proposition Design
- Strategic Planning - Competitor Analysis and Market Model

MODULE 3: Product Ideation & Validation

- Idea Generation
- Feasibility Analysis
- Product Market Fit
- Personas
- User Stories
- User Journey Maps

MODULE 4: Minimum Viable Products (MVPs)

- What is MVP?
- Types of MVP
- Hypothesis Testing | A/B Testing

MODULE 5: Prototyping

- Prototype Development
- Prototype Testing
- Wireframing
- Usability Testing

MODULE 6: Design Process

- Design Thinking (Principles, Mindset & Tools)
- Introduction to User Experience
- Feedback and Critiques

MODULE 7: Product Development

- Agile Product Development
- Lean Product Development
- SCRUM Framework

MODULE 8: Branding & its Impact on Product

- Brand Essence and its Importance
- Brand Values and their Need
- Translating your Brand into a Positioning Statement
- Brand Architecture - Why is it Necessary?
- Different Models of Brand Architecture
- How to Develop Brand Architecture?
- Brand Equity and its Relevance
- Branded House and House of Brands
- Developing and Managing a Brand Portfolio

MODULE 9: Translating the Brand into Compelling Customer Experiences

- Customer Experience Journey and Purchase Funnel
- Touchpoint Concept
- Identifying and Prioritising Key Touchpoints
- Defining the Touchpoints Roles
- Implementing the Brand at Key Touchpoints

MODULE 10: Pricing and Monetisation

- Pricing Model
- Product Costing
- Pricing Strategy

MODULE 11: Go-To-Market Strategy

- Segmentation | Target | Positioning
- Sales Forecasting

MODULE 12: Digital Marketing

- Why Digital Marketing is important - changing Media habits
- Digital Marketing Framework - Salience, Authority, Engagement, Advocacy
- Enhancing Organic Visibility (SEO)
- Paid Search Marketing (Google Ads)
- Content Marketing
- Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn)
- Email Marketing (Mailchimp)

MODULE 13: Sales Strategy

- Lead Generation
- Customer Acquisition
- Customer Retention

MODULE 14: Metrics

- AARRR Framework
- HEART Framework
- Product Marketing Metrics and Tools
- Agile Metrics and Tools
- Product Success Metrics

MODULE 15: Product Road Mapping & Prioritisation

- Product Roadmapping
- Feature Prioritisation
- Prioritisation using RICE

MODULE 16: Product Lines & Product Mix

- Product Mix Breadth
- Product Line Depth
- Platforms
- Mass Customisation

MODULE 17: Analytics for Product Management

- Analytics for Customer Research
- Data Visualisation and Storytelling
- Regression and Clustering
- Text Mining Foundations
- Social Media Analytics
- Google Analytics

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

Capstone Project

Participants will have the opportunity to apply their learnings and evolved problem-solving skills to address pain points in a business, customer-experience. This will allow them to gain a deeper understanding of the syllabus and confidence to take on similar challenges in their place of work.

Case Studies



Beyond Garage -
Building World's Largest Vehicle
Service Platform



Cambridge Software Corporation -
Case study



The Appstrip By Ximo -
Case study



The OnLive Sale Visa Case



In-Depth Case Study:
Top 25 Takeaways from The Google
Analytics Demo Account

Note: The above mentioned cases studies were conducted in the previous cohort. Case studies are conducted on the basis of industry relevancy and are subject to change from cohort to cohort.

Learning Outcomes

XLRI VIL's Advanced Product Management programme will lay out the aspects of product development & management teaching participants how to evaluate ideas, use practical frameworks, and more importantly, decode the art and science of making great products.



Understand the role of a Product Manager in a product's development and management.



Acquire skills across product management functions including design and development.



Use practical frameworks to ideate and evaluate while learning road-mapping and prototyping.



Create and release minimum viable products for prototype testing.



Learn to measure product success metrics using relevant product marketing metrics and tools.



Develop an understanding of how disruptive business models create successful products.

Tools

Aha!

balsamiq®



 **Jira**

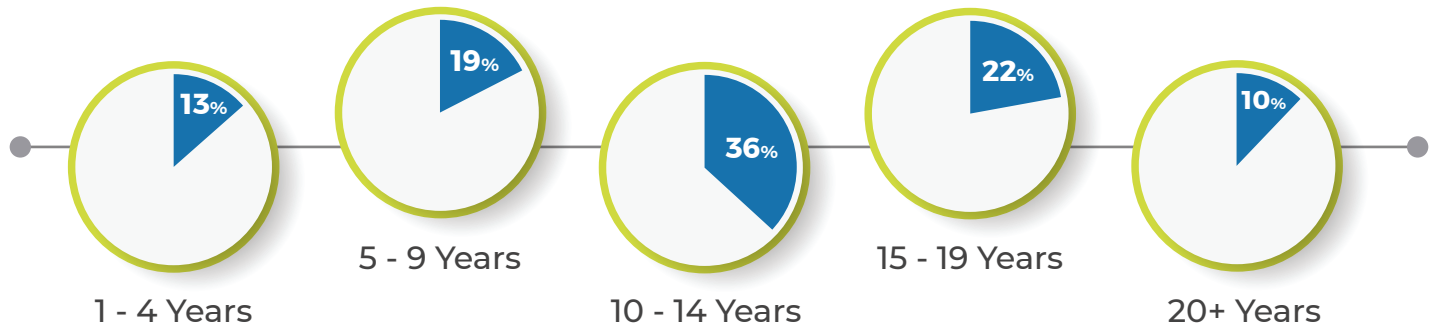
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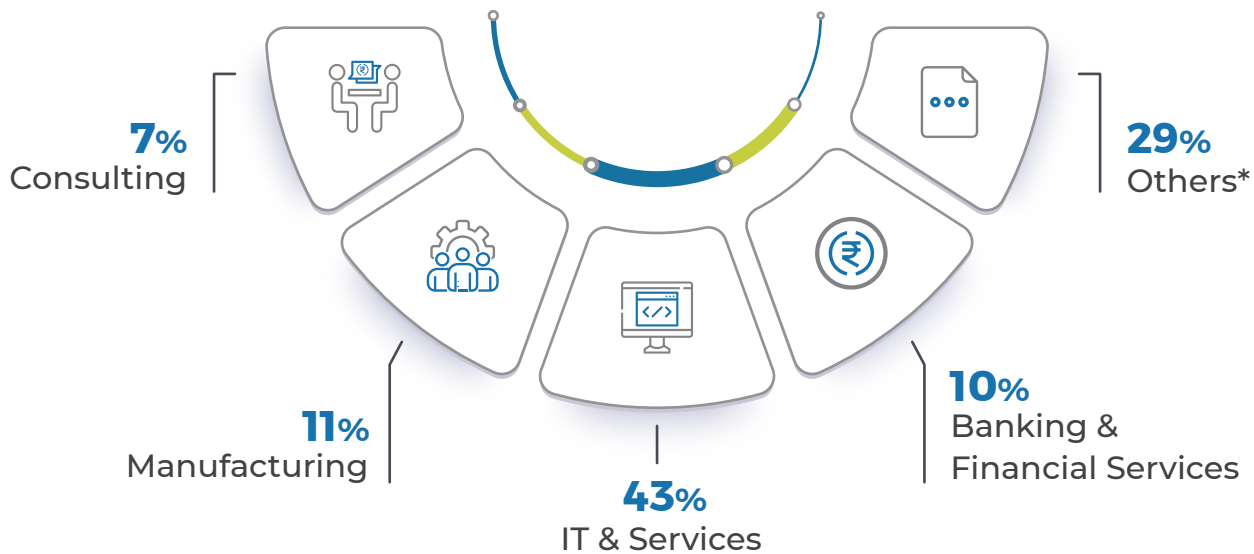
Note: These are suggested tools that could be covered in this programme, basis tools used in the earlier cohorts. These could change subject to faculty discretion.

Past Participant Profiles

Work Experience

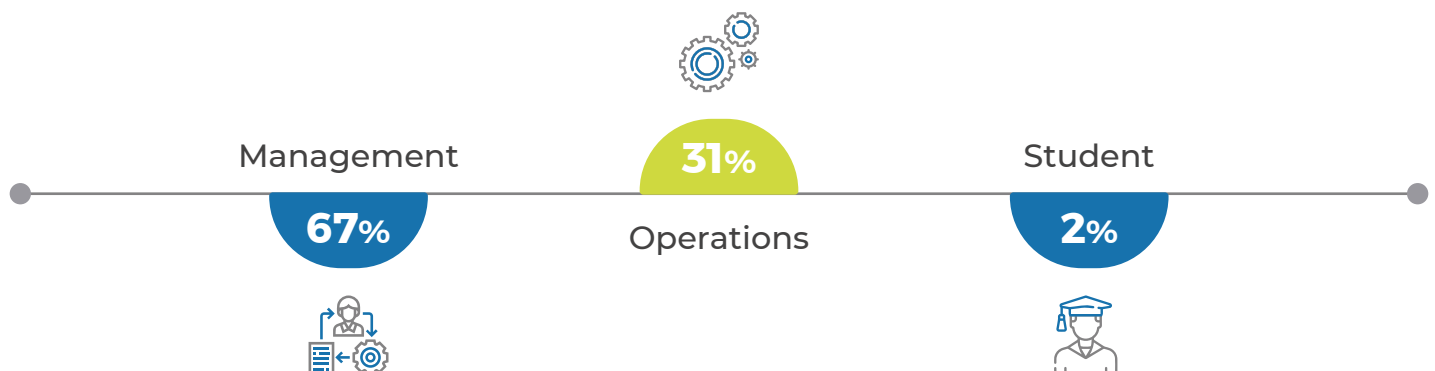


Industry



*Others include Healthcare, Automobiles, Education, etc.

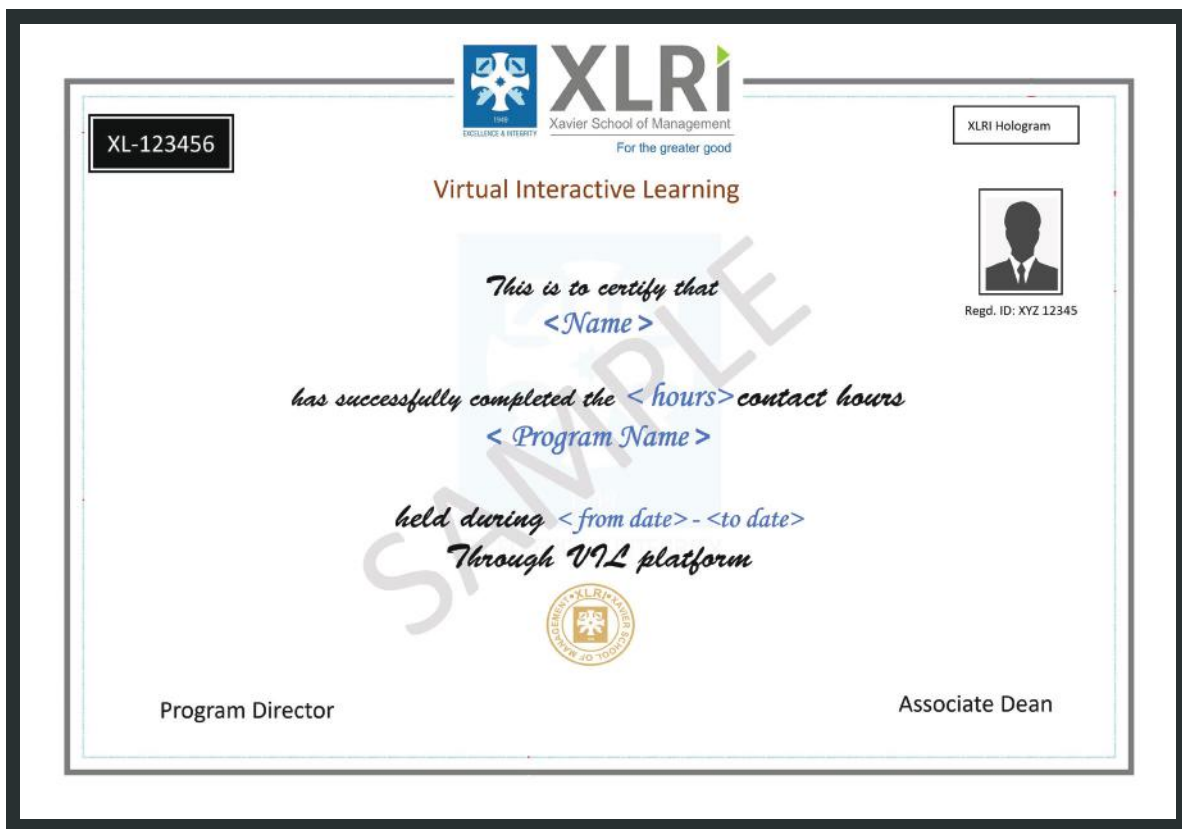
Functions





Certificate

Participants will be awarded a completion certificate from XLRI VIL on completing all evaluation components, including the capstone project and maintaining a minimum attendance of 70%.



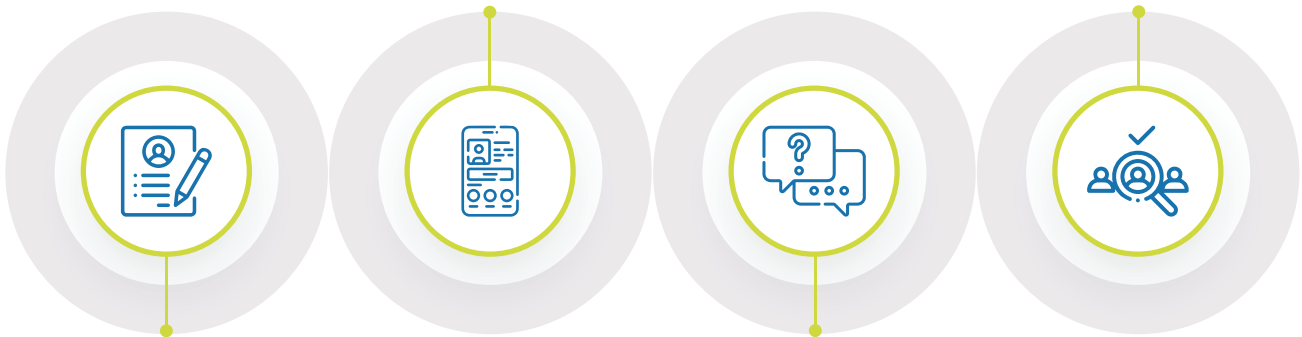
Note: All certificate images are for illustrative purpose only and may be subject to change at the discretion of XLRI VIL.



Eruditus India Career Services

Building an Impressive LinkedIn Profile (Group Session)

Job Placement Assistance



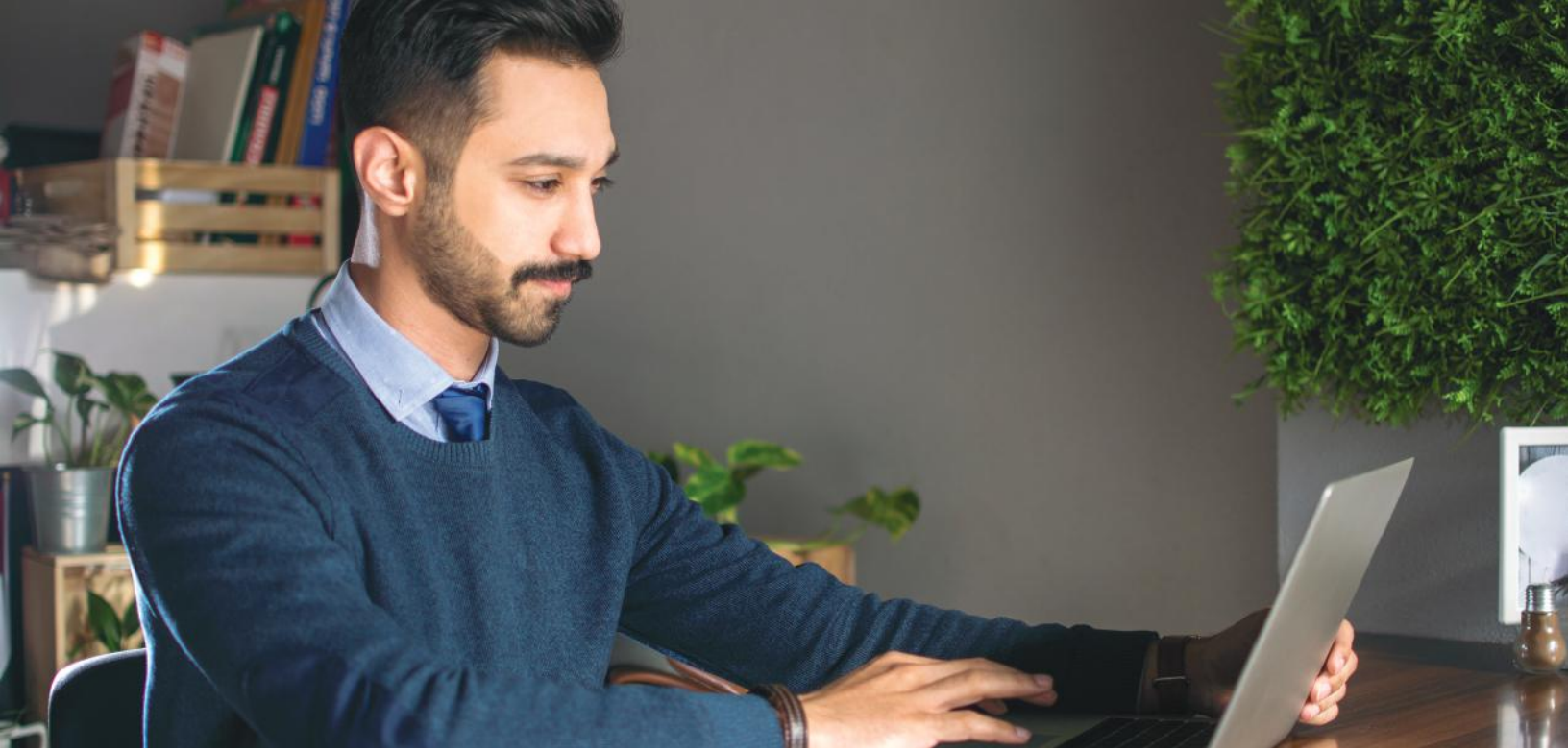
Building an Impressive Resume (Group Session)

Interview Preparation (Group Session)

- Three 90-minute workshops from career management industry experts
- Job placement assistance from partner companies are published, applied to, and tracked to success via an online platform (offered in partnership with Superset)
- Eruditus alumni work at Microsoft, ICICI Bank, Infosys, HDFC, AirBnB, TCS, Ola, Flipkart, JSW, Wipro, Honeywell, JP Morgan, Reliance Jio, Mahindra, Gartner, Accenture, Cognizant, amongst others

Please note:

- This service is available only for Indian residents enrolled into select Eruditus programmes.
- XLRI VIL or Eruditus do NOT promise or guarantee a job or progression in your current job. Career Services is only offered as a service that empowers you to manage your career proactively. The Career Services mentioned here are offered by Eruditus. XLRI VIL is NOT involved in any way and makes no commitments regarding the Career Services mentioned here.



System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/Laptop/Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/Laptop/Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/Laptops/Mac systems and also on phones and tablets. You can join your live online class from a phone or tablet if it supports the Zoom client. We recommend that you attend classes from a PC/Laptop/Mac.

Programme Details

Programme Schedule

Duration 10 Months

Academic Orientation April 09, 2022

Live Online Sessions Once in a week
Saturday, 3:30 PM to 6:30 PM

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

Eligibility:

- Any Graduate (10+2+3 or 10+2+4) / Diploma holder with minimum one year of work experience in any discipline as on March 30, 2022.

Evaluation:

- Faculty members teaching their respective modules will choose the method of evaluation most appropriate to the subject.
- Assignments / Regular quizzes will be conducted online.
- 70% attendance mandatory.

Payment Schedule

Programme Fee INR 1,62,500 + GST (Inclusive of registration fee)

Instalment Schedule

Booking Amount	Instalment I	Instalment II	Instalment III
At the time of registration	Apr 04, 2022	Jul 05, 2022	Oct 05, 2022
INR 16,500 + GST	INR 33,000 + GST	INR 65,000 + GST	INR 48,000 + GST

Round-wise Application Dates

	Round 1	Round 2	Round 3	Round 4
Dates	Jan 20, 2022	Feb 23, 2022	Mar 15, 2022	Apr 03, 2022

Note:

- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
- Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

Finance options available. [Click here](#) to learn more.

For more information please email at xlri@eruditus.com

Note: The actual programme schedule will be announced closer to the programme start



About XLRI VIL

With a passion for academic excellence, XLRI was founded in 1949. XLRI has the vision of nurturing responsible global leaders for the greater common good and a sustainable future. It is known to be one of the best B-Schools in India. The world-class amenities and faculty at XLRI spare no effort to make its curriculum the best and deliver it most effectively. XLRI continuously scans the developments in business and society and proactively tries to meet the challenges. The characteristic that sets XLRI apart is *magis* - the zeal to do better, never to be satisfied with being mediocre and aspire to excel. Since 2002, XLRI Virtual Interactive Learning (VIL), as a unique academic methodology, allows working professionals to continuously upgrade their knowledge and skills through continuing education without taking a break from their careers. Over 10,000 working professionals have benefited from various programmes offered by XLRI VIL.



About Eruditus

Eruditus Executive Education offers customised and open programmes 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, IIM Lucknow Executive Education, IIM Calcutta 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 programme experts, the programmes are designed to give a learning experience integrated with sustainable business applications. Programmes are crafted in a different range of formats; in-class, online as well as blended programmes. 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 programme here

APPLY NOW

For registration and any other information,
please get in touch with us at xlri@eruditus.com

 [WhatsApp an Advisor On +91 7208889990*](https://wa.me/917208889990)

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

