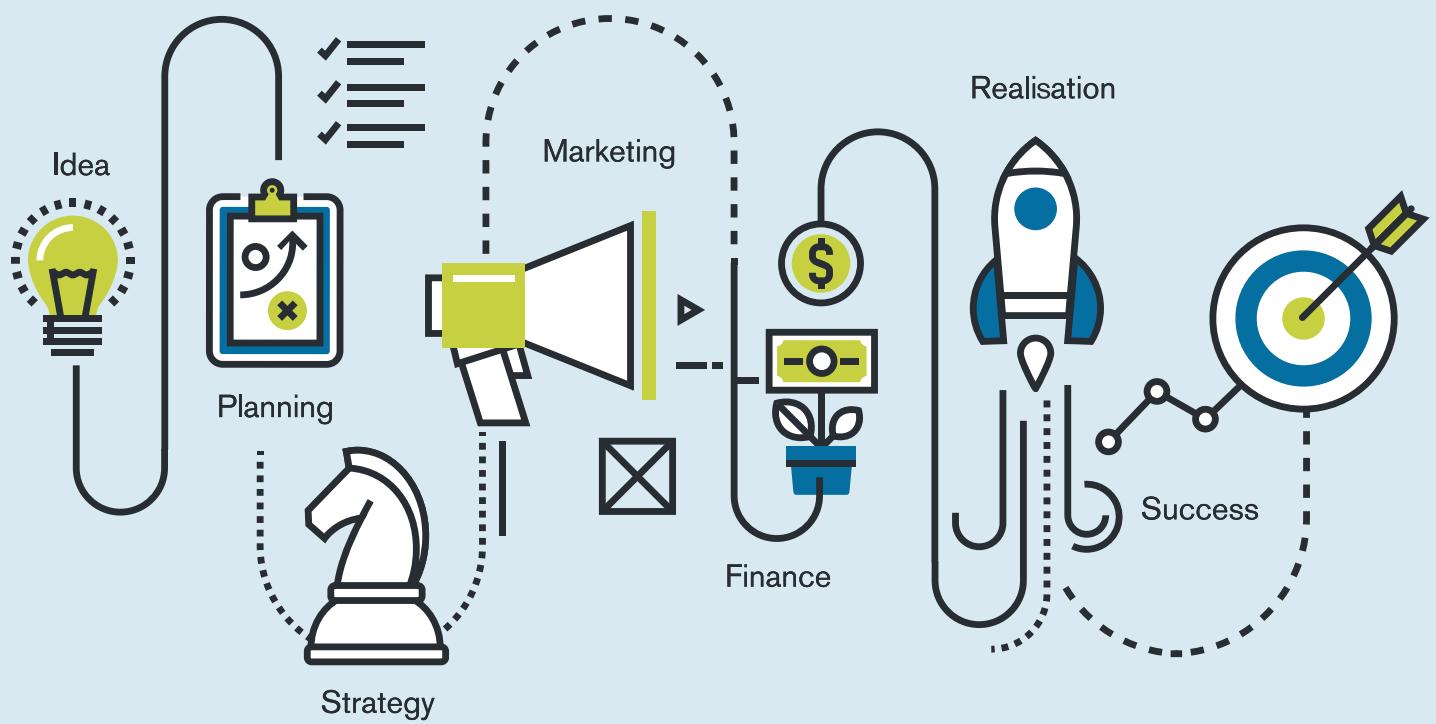




EXECUTIVE DEVELOPMENT PROGRAMME IN ADVANCED PRODUCT MANAGEMENT

STARTS JUNE 30, 2021 | 10 MONTHS | LIVE ONLINE



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



 Starts On
June 30, 2021

 Duration
10 Months
Live Online

 Programme Fee
INR 1,62,500 + GST

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 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

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Programme Highlights



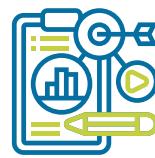
XLRI VIL's Advanced Product Management programme is structured and designed considering the future needs of organisations and developing successful leaders. The programme has been designed maintaining a balance between aspects related to organisational strategies, governance, performance, and the practical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



Content relevant for candidates from technical and non-technical backgrounds



Eminent faculty of XLRI, and top industry professionals



Highly strategic and tactical programme curriculum to create customer-centric products



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



'Executive Development Programme Certificate' granted by XLRI upon completion



10-month Programme with Live Online Sessions

Programme Director



Dr Fr Sebastian George, S.J

Director, XLRI NCR Campus

Fr Dr Sebastian George, S.J is Director of XLRI, School of Business and Human Resources. He has over 14 years of experience in management education across domains of Organisation Behaviour like Individual Behaviour in Organizations, Transformational Leadership and Managerial Counselling.

He pursued his PhD in Transformational Leadership and its Relationship with Organizational Citizenship Behaviour and Organizational Justice from Madras University. His research interests are in the area of Leadership and Personnel Effectiveness.

He has developed and conducted several Management Development programs at very reputed private organisations and government entities such as L&T, SBI Life, Reliance Communications, RBI, Nabard and several other state government entities.

Previously he was the Director of XIME, Chennai, from 2017 to 2019. He has held important leadership roles at XLRI, Jamshedpur, campus as Administrator and Dean of Administration from 2013-2017. He joined XIMB as Dean of Finance in 2008 for two years.

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.





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 learning 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 3: Product Ideation & Validation

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

MODULE 2: Market Research & Analysis

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

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

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.



Learning Outcomes

XLRI VIL's Advanced Product Management Programme will lay out the role of a Product Manager detailing it from the aspect of product development & management teaching participants how to evaluate ideas, use practical frameworks to understand users, and more importantly, decode the art and science of making great products. Participants will also gain skills related to product specification, design & development, marketing, sales, and analytics as well.



Acquire an exhaustive understanding of a Product Manager's role in product development and management.



Get equipped with skills across varied dimensions of product management including design & development and product specification.



Ideate and evaluate ideas via practical frameworks, while learning to create wireframes, road mapping and prototypes.



Release minimum viable products to test and validate based on usability testing of prototypes.



Develop a coherent understanding of product success metrics, features prioritisation and other relevant product marketing metrics & tools.

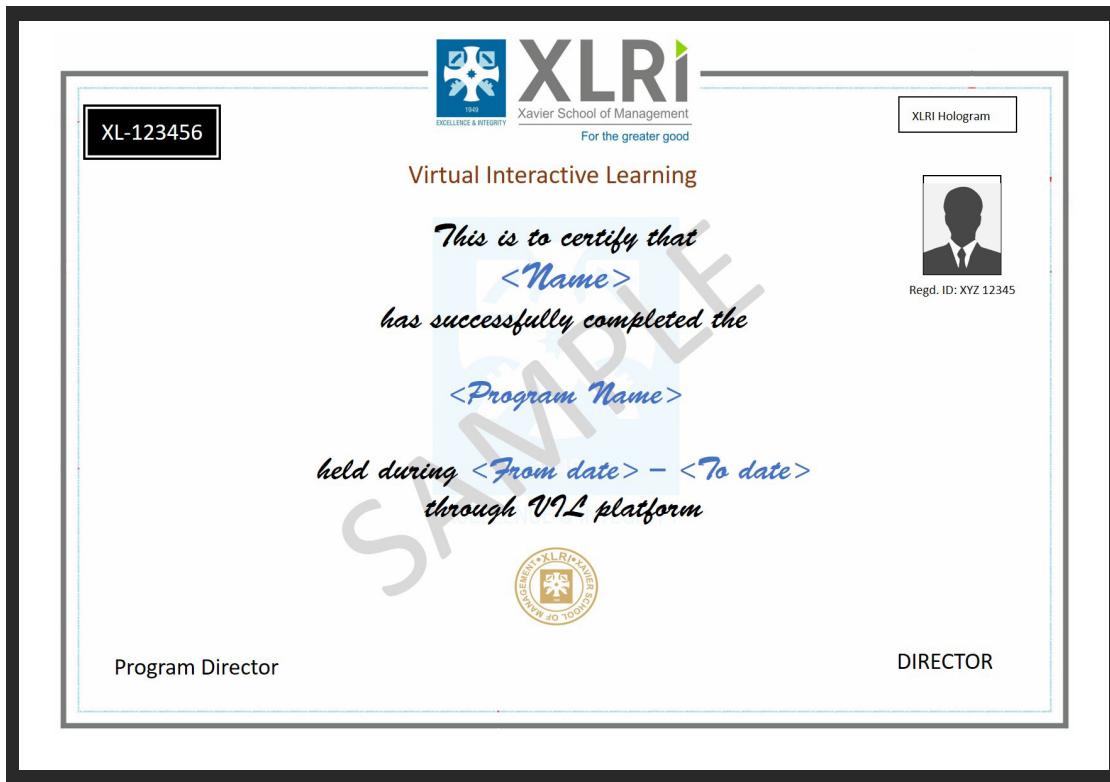


Competently manage products at all stages of the product lifecycle to create disruptive business models with a product-centric approach.



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.



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 July 18, 2021

Live Online Sessions Once in a week
Sunday 12:15 pm to 3:15 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.
- Selection will be based on work experience, educational qualifications, and SOP. There will be no interviews.

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)

Registration Fee INR 2,500 + GST

Instalment Schedule

Booking Amount*	Instalment I	Instalment II	Instalment III
At the time of registration	Jul 12, 2021	Oct 15, 2021	Jan 15, 2022
INR 22,500 + GST	INR 40,000 + GST	INR 50,000 + GST	INR 50,000 + GST

*The booking amount is inclusive of registration fee.

Round-wise Application Dates

	Dates
Round 1	May 21, 2021
Round 2	Jun 29, 2021

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

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

In collaboration with

