

XLRI Delhi - NCR Campus

Executive Program in **PRODUCT MANAGEMENT**

6 Months + 2 Weeks Capstone
Online | Top Faculty Led



About the Program & XLRI Delhi-NCR

Dear prospective learner,

Welcome to the **Executive Program in Product Management** at XLRI Delhi-NCR Campus! It is my honor and privilege to address you as the Dean of this esteemed institution and congratulate you on your decision to embark on this transformative journey.

We believe that product management is a critical function in modern-day businesses that can drive innovation and growth. However, product management needs to go beyond just traditional concepts and tools. It needs to incorporate emerging trends and technologies.

At XLRI Delhi-NCR, we focus on real world learning, with students learning through practical case studies and engaging with faculty & industry experts to gain cutting edge knowledge.

We invite you to join us & be a part of this exciting journey of becoming top product leader who can drive innovation and growth in the industry.

Best regards,

Rajeev Roy

Program Director, Dean - Academics,
XLRI Delhi-NCR

“

This program is uniquely designed to arm you with the mindset & skillset you will require to emerge as a successful product leader.

”



Why XLRI Delhi - NCR Product Management?

XLRI

Learn from India's Premier
Institution

Rank 1

Ranked India's Number 1
Private Business School

Certification

Get successful completion
certificate from XLRI Delhi-NCR

**Top
Faculty**

Learn from Product Managers
from top companies like
Amazon, Google etc



Trending Product Management Skills in 2024

**Product
Strategy**

**UI/UX
Fundamentals**

**Product
Roadmapping**

**Design
Thinking**

**Agile
Development**

**Product
Analytics**

Enhance your grasp of Product Management concepts to drive your organization's growth in just 26 weeks. Learn Modern Product Management Practices to become World Class Product Leader.

Who should enroll in this Program?

Unlock the Product Manager within you with our Product Management Program, designed for emerging leaders and ambitious professionals. Develop a deep understanding of product strategies and enhance your design thinking skills. Accelerate your career trajectory as an entrepreneur or product leader by mastering product ideation, UI/UX, product testing, brand building, and digital marketing.



**Embark on a
transformative
journey**



Why choose XLRI Delhi - NCR for Product Management Program?

Highly Reputed Business School

XLRI is one of the oldest and most highly reputed business schools in India, with over 70 years of legacy in the education sector. Ranked among top 5 B-Schools in India.

Comprehensive Management Education

Gain comprehensive understanding of various aspects of Product Management, including product strategy, design thinking, product launch & marketing.

Experienced Faculty

The program faculty are highly experienced in their respective fields & bring a wealth of knowledge and expertise to the classroom.

Gain Competitive Professional Edge

Completing a Product Management Program can provide you with a competitive edge in the job market.

Climb the Growth Ladder

The program incorporates industry relevant case studies & real-world projects, allowing participants to apply their knowledge to practical scenarios.

Advance Your Career

The program is designed for professionals who aspire to transition into Product Management roles.



Xavier School of Management

For the greater good

XLRI Delhi-NCR | Campus

Up Next >>

PRODUCT MANAGEMENT PROGRAM SYLLABUS



A photograph of a modern, multi-story building with a light-colored facade and many windows. The bottom half of the image is overlaid with a large, solid blue triangle that tapers towards the bottom right corner. In the bottom right corner, the text "Learn what matters in 26 weeks!" is written in a white, sans-serif font.

Learn what matters in 26 weeks!

What you'll learn

Term 1: Introduction to Product Management

Module 1: Introduction to Product Management

- Topic 1: Understanding Role of Product Management
- Topic 2: Defining Product Vision & Strategy
- Topic 3: Identifying Key Stakeholders & Managing Expectations

Module 2: Who is a Product Manager?

- Topic 4: Developing Leadership & Communication Skills
- Topic 5: Building & Managing Cross-Functional Teams
- Topic 6: Balancing Short-Term Goals with Long-Term Vision

Module 3: Market Research

- Topic 7: Conducting User Interviews & Usability Testing
- Topic 8: Analyzing Customer Feedback & Identifying Pain Points
- Topic 9: Gathering Insights from Focus Groups & Surveys

What you'll learn

Module 4: Market & Competitor Analysis

- Topic 10: Identifying Market Trends & Customer Needs
- Topic 11: Analyzing Competitive Landscape & Positioning
- Topic 12: Understanding Pricing & Distribution Strategies

Term 2: Product Strategy & Roadmapping

Module 5: Product Vision & Mission

- Topic 13: Aligning Product Goals with Organizational Goals
- Topic 14: Importance of Clarity in Product Vision
- Topic 15: Communicating Vision and Mission to Stakeholders

Module 6: Product Ideation & Value Proposition Design

- Topic 16: Defining Problem & Target User
- Topic 17: Brainstorming & Ideating Solutions
- Topic 18: Defining Unique Value that Product Provides
- Topic 19: Identifying Customer Pain Points & Addressing Them

What you'll learn

Module 7: Business Model Canvas

- Topic 20: Identifying Revenue Streams & Cost Structure
- Topic 21: Developing Pricing Strategy
- Topic 22: Assessing Business Model Viability

Module 8: Product Planning & Roadmapping

- Topic 23: Defining & Prioritizing Product Features & Releases
- Topic 24: Aligning Product Roadmap with Overall Company Strategy
- Topic 25: Communicating Product Roadmap to Stakeholders

Module 9: Agile Roadmapping & Prioritization

- Topic 26: Agile Roadmapping Techniques
- Topic 27: Prioritizing Features in Roadmaps
- Topic 28: Iterative Roadmap Adjustments



What you'll learn

Term 3: Design Thinking

Module 10: Design Thinking

- Topic 29: Introduction to Design Thinking
- Topic 30: Design Thinking for Product Managers
- Topic 31: Empathizing with users & understanding their needs
- Topic 32: Defining Problem & Ideating Solutions

Module 11: Introduction to UI/UX

- Topic 33: Fundamentals of User Interface Design
- Topic 34: User-Centered Design Principles
- Topic 35: Wireframing and Mockups
- Topic 36: Accessibility in UI/UX

Module 12: Designing Interactive User Experiences (UX)

- Topic 37: Visual Design Principles
- Topic 38: Interaction Design Techniques
- Topic 39: Usability Testing in UI/UX
- Topic 40: Responsive Design and Cross-Platform Considerations

What you'll learn

Module 13: Rapid Prototyping Techniques

- Topic 41: Creating Low-Fidelity Prototypes Quickly
- Topic 42: Incorporating Customer Feedback into Rapid Iterations

Term 4: Product Development Fundamentals

Module 14: Technology Basics for PM

- Topic 43: Understanding Technology Stack
- Topic 44: Integration of Technology in Products
- Topic 45: Collaboration with Development Teams

Module 15: Agile Product Development

- Topic 46: Introduction to Agile Methodology
- Topic 47: Scrum and Kanban Frameworks
- Topic 48: Roles in Agile Product Development
- Topic 49: Implementing Agile in Product Teams

What you'll learn

Module 16: Evaluating Project Progress

- Topic 50: Setting & Tracking KPIs
- Topic 51: Conducting Regular Product Reviews & Retrospectives
- Topic 52: Communicating Progress to Stakeholders & Updating Roadmap

Module 17: Product Testing

- Topic 53: Collecting & Analyzing Product Usage Data
- Topic 54: Running A/B Tests & Experiments
- Topic 55: Addressing Bugs & Issues to Ensure Product Quality

Term 5: Product Launch & Marketing

Module 18: Optimizing Product Mix

- Topic 56: Analyzing Product Portfolio & Identifying Gaps
- Topic 57: Assessing Performance of Individual Products & Making Adjustments
- Topic 58: Developing a Strategy to Optimize Overall Product Mix

What you'll learn

Module 19: Pricing Strategies for Product Success

- Topic 59: Determining Optimal Product Pricing Strategy
- Topic 60: Understanding Pricing Psychology & Customer Behavior
- Topic 61: Testing & Iterating on Pricing to Optimize Revenue

Module 20: Brand Building & Promotion

- Topic 62: Defining Brand & Value Proposition
- Topic 63: Creating Marketing Strategy Based on Brand Values
- Topic 64: Leveraging Various Channels to Promote Product

Module 21: Digital Marketing & Channels

- Topic 65: Developing Digital Marketing Strategy
- Topic 66: Identifying & Leveraging Various Marketing Channels
- Topic 67: Go-to Market Strategy



What you'll learn

Term 6: Analytics for Product Management

Module 22: Product Analytics for PMs

Topic 68: Introduction to Product Analytics

Topic 69: Defining Key Metrics for Products

Topic 70: Tools for Product Analytics

Case Study: Interpreting Data & Making Informed Decisions

Module 23: A/B Testing for Product Managers

Topic 71: Planning & Designing Effective Tests

Topic 72: A/B Testing & Experimentation

Topic 73: Actionable Insights & Learning from A/B Testing

Key Tools Covered in the Program



Frameworks Covered in the Program

Porter's Five Forces

PESTLE Analysis

SWOT Analysis

Vision Board

Business Model Canvas

Blue Ocean Strategy

MoSCoW Prioritization

Cohort Analysis

Scrum Framework

Funnel Analysis

Ansoff Matrix

Pricing Matrix

Kanban Method

AIDA Model

Pirate Metrics (AARRR)

Double Diamond Model

Value Based Pricing Framework

Product Portfolio Management



Accelerated Immersive Learning

Product Teardown

Module 24 (1 week)

Reverse engineering product to understand its design & development process.

Product Teardown of Top 5 IOS/Android apps.

Build Your Own Product Challenge

Capstone Project (2 weeks)

Unleash your creative prowess and conquer business/process/functional challenges head-on with our groundbreaking event, BYOP - Build Your Own Product.

Showcase your unique PM solution, collaborate with like-minded innovators, and ignite a revolution in Product Management practices.



Program Learning Outcomes

Upon completion of the program, participants will:



Learn end-to-end product lifecycle, spanning product strategy, design thinking, marketing, and analytics.



Employ product management techniques to make informed decisions on product roadmapping & prototyping.



Cultivate a product-oriented mindset essential for successful launch of market-viable products/services.



Navigate the product development lifecycle adeptly by implementing agile methodologies.



Critically evaluate strategies & frameworks for product development, marketing, & sales.



Utilize key data analysis tools & storytelling techniques to derive & communicate insights effectively.

Learn Live from Top Industry Practitioners



Dr. Rajeev Roy
Program Director
XLRI Delhi-NCR



Masood Nasser
UX Leader, Orcum Consulting
XLRI Delhi-NCR



Avik Chattopadhyay
Visiting Faculty
XLRI Delhi-NCR



Product Manager
Google



Ex- Vice President, Products
Spinny®



Sr. Program Manager
amazon



Sam Placid
Program Coordinator
XLRI Delhi-NCR

“ In this program, participants will gain in-depth knowledge of product management tools, strategies, and frameworks, positioning them for roles in Product Leadership. **”**

80% classes in the program will be taken by Industry Product Managers

World Class Learning Experience

Experience a dynamic and engaging environment that inspires and challenges you to think critically. Become a world class Product Manager through hands-on learning, collaboration, and interaction with experts in the field.



Live Classes &
Online Interaction



Top Faculty
from Industry & XLRI



Lifetime Access
to Study Material



Product
Teardown



BYOP
Build Your Own Product



Leadership Talks
with Experts

Key Program Highlights

26 weeks

Comprehensive Learning

75+

Hours of Live Classes

24

Modules

25+

Tools & Frameworks

5

Career Assistance Sessions



* Upon completion of the program, a laminated physical certificate will be couriered to the participant's address.

Participant Testimonials



“ Joining the Product Management program at XLRI was a great decision. The organized sessions and interactive faculty provided me with a very enriching experience. Everything about this program was excellent!

Supriti Chahal



“ My goal in joining the program was to understand how the industry functions. The Product Management program provided me with the right exposure and a solid idea of what it takes to be a leader in the corporate space. This program truly opened up many avenues for me.

Lt. Col. Shankar Das



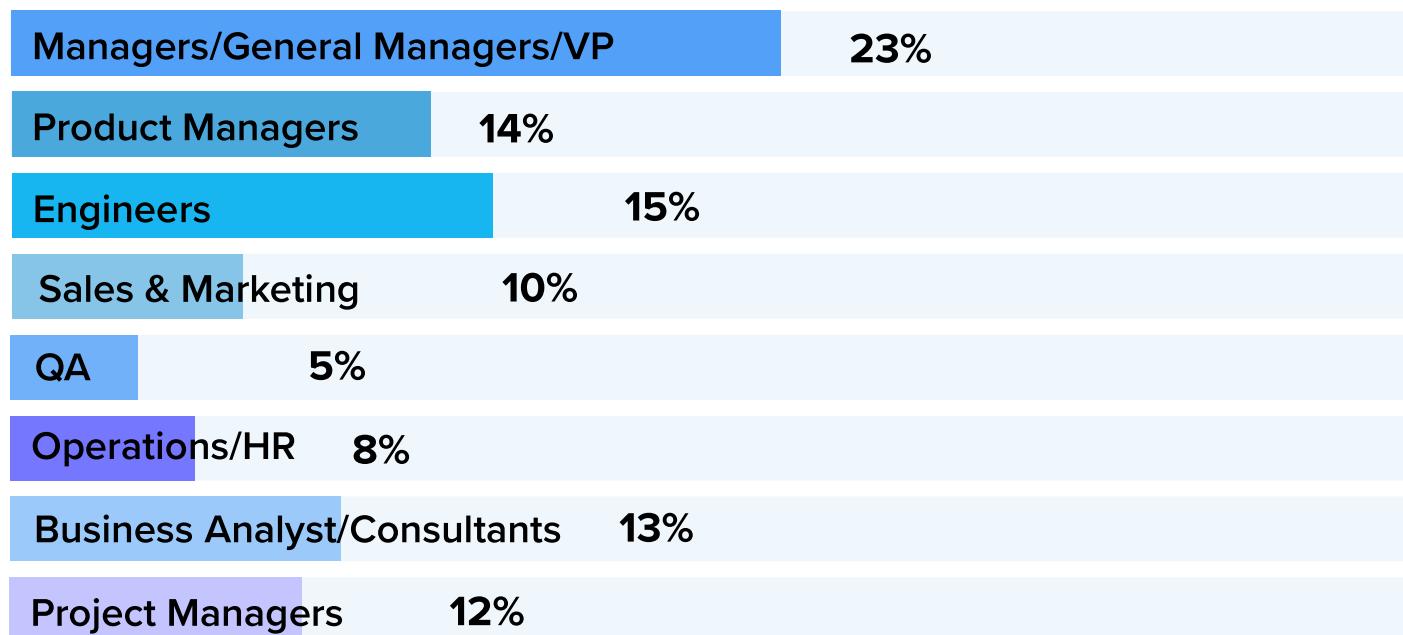
“ XLRI’s Executive Product Management Program reshaped my decision-making & strategy skills. I highly recommend this program to those aiming to excel in the dynamic business landscape.

Rajendra Sahu



Past Participant Profile

JOB DESIGNATIONS



WORK EXPERIENCE



INDUSTRIES REPRESENTED



Career Support with 5 Powerful Sessions



1-On-1 Career Counselling

Our career coach will help you with all your career related queries



Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances



Interview Resources

Get access to 2024 Interview Resources



Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing



“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”

Manjusha Jaggi

Career Coach, Accredian

Admission Process

- Apply at [xlri.accredian.com](http://xlri.accreddian.com)
- Fill the application form & pay the fees.
- Selected Candidates will receive Admission Confirmation Letter from XLRI Delhi-NCR.

Program Fee

Program Fee: INR 1.5 Lakhs + GST



Program Snapshot

START DATE

Technical Orientation: 26th May, 2024

Term 1 Start Date: 16th June, 2024

CLASS TIMINGS

10 AM - 1 PM IST on Sundays

DURATION

6 Months + 2 Weeks (Capstone Project)

MODULES

24

ELIGIBILITY CRITERIA

2+ Years of Experience

WEEKLY SCHEDULE

Online classes on weekends

Self practice/assignments on weekdays

PROGRAM FEE

INR 1.5 Lakh + GST

EMI Options available!

Speak with Program Mentor



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admissions@accredian.com



www.accredian.com



Premier Learning Partner | Accredian

Accredian is an academic institution dedicated to education and research in next-generation technologies such as Artificial Intelligence, Machine Learning, Data Science, and Product Management. Through our industry-focused programs, Accredian aims to equip working professionals not only with skill sets in Data Science and Product Management but also to provide them with a transformative learning experience, enabling career advancement.

Our mission is to make world-class education accessible and to enable high-impact careers for everyone.

10,000+

Alumni Network

80%

Positive Career Impact

4.5/5

Program Satisfaction

1.6 Million

Class Hours Delivered

