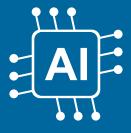


BATCH - 24



PRODUCT MANAGEMENT

STARTS SEPTEMBER 30, 2024
16 WEEKS | ONLINE



Integrated with
Generative AI



Programme Summary

Product Management

 Institute Name ISB Executive Education	 Programme Duration 16 Weeks	 Cost INR 1,50,000 + GST	 Learning Mode Online	 Weekly Effort 4-6 Hours a Week
 Faculty ISB Faculty	 Guest Faculty/ Industry Experts Senior Industry Practitioners	 Programme Leader Subject Matter Experts/ Mid-industry Practitioners	 Eligibility Any Graduate/ Diploma Holder	 Certificate Upon Successful Completion of The Programme, Participants will Be Awarded a Verified Digital Certificate from ISB Executive Education

Learning Experience

- **Pre-recorded videos with ISB Faculty -**
Learn at your own pace, around your busy schedule
- **High-quality videos -**
Great learning experience, even while on the move
- **On-demand learning -**
Re-watch any lesson/ concept for deeper understanding
- **World-class faculty -**
Learn from the best faculty and industry practitioners
- **Cohort-based learning -**
Networking & Community Interaction by using discussion boards

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this programme?

This programme is designed to provide flexible learning given time constraints of working professionals and contains high-quality pre-recorded videos with the globally renowned faculty from ISB. No LIVE sessions will be taken by ISB faculty.

What is the role of the Programme Leader? Are they institute faculty?

Programme Leaders are Industry Practitioners/ Subject Matter Experts who help with doubt-clearing sessions, cover specific topics deeper and share real-world examples wherever needed. They are not the faculty of the institute.

Who grades/ gives inputs on the assignments and projects?

The assignments are graded either by the Programme Leader or the internal grading team.

Is there a qualifying mark/ grade to get the final certification in this programme?

Yes, a minimum score of 70% in all required assignments to successfully complete the programme and receive a digital certificate of completion.

What if I miss the assignments for a particular week? Can I attempt them later?

An assignment that is not submitted by the due date is late. Late assignments will be accepted until one week after the programme end date, which is published on the programme homepage. Feedback will not be provided for late submissions.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt-clearing sessions?

Masterclasses are conducted by industry experts with domain expertise. They are not the faculty of ISB. Doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress.

Do I get Alumni status of the institute on completion of this programme?

This programme comes with ISB Executive Network access, which allows you to network with other ISB Alumni and a host of other benefits. However, this is not the same as the ISB Alumni status accorded for full-time campus programmes.

What if I don't find the programme 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, the 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 and all the videos and programme materials for 12 months following the programme start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Overview

What if you could steer organisations in the right direction, guide decision-making and adapt the vision according to changing customer needs?

The **Product Management programme** by ISB Executive Education will help you with a structured approach to managing the entire product life cycle.



Ideate, test and launch products that customers love so that you are always ahead of the competition.



Learn competition analysis, roadmapping, prototyping, A/B testing and much more.



Gain access to industry-relevant product management toolkit and masterclass on top Indian startups.

Leverage effective product management for competitive advantage.



Product Pricing



Product Analytics



Product Performance



Industry Overview

Product management has seen the highest growth in hiring among professionals with bachelor's degrees and MBA degrees.

The year-on-year hiring growth in product management stood at **48.6%** with professionals in Bachelor's Degrees in 2022 compared to the year before. It also recorded the **highest hiring growth** among professionals with an MBA degree at **30.4%**. (*2023, LinkedIn Guide to Kickstarting Your Careers*)

Product Manager Average Annual Salary

INR 21.3L

Source: Ambition Box, 2024

To thrive in such a competitive landscape, **ISB Executive Education** has launched the **Product Management programme** which provides comprehensive training with top industry trending technologies, cutting-edge modules, live masterclass on Generative AI, practical insights and trending product management tools.

Top-paying companies that employ Product Managers

NETFLIX



intel

indeed

gojek

olx

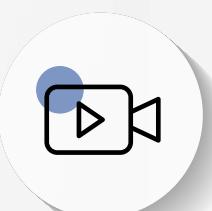
Expedia

Booking.com

PEGA

athenahealth

Programme Highlights

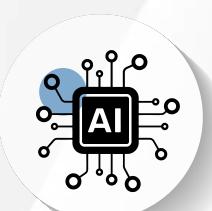


140+

Pre-recorded Videos for Self-paced Learning from Renowned ISB Faculty



Live Masterclass on Generative AI in Product Management



2

Cutting-edge Modules on AI and Generative AI in Product Management



15

Live Online Sessions with Programme Leaders**



9

Essential Product Management Tools



4

Case Studies



8

Masterclasses with Industry Experts



1

Capstone Project



20+

Assignments* and Quizzes

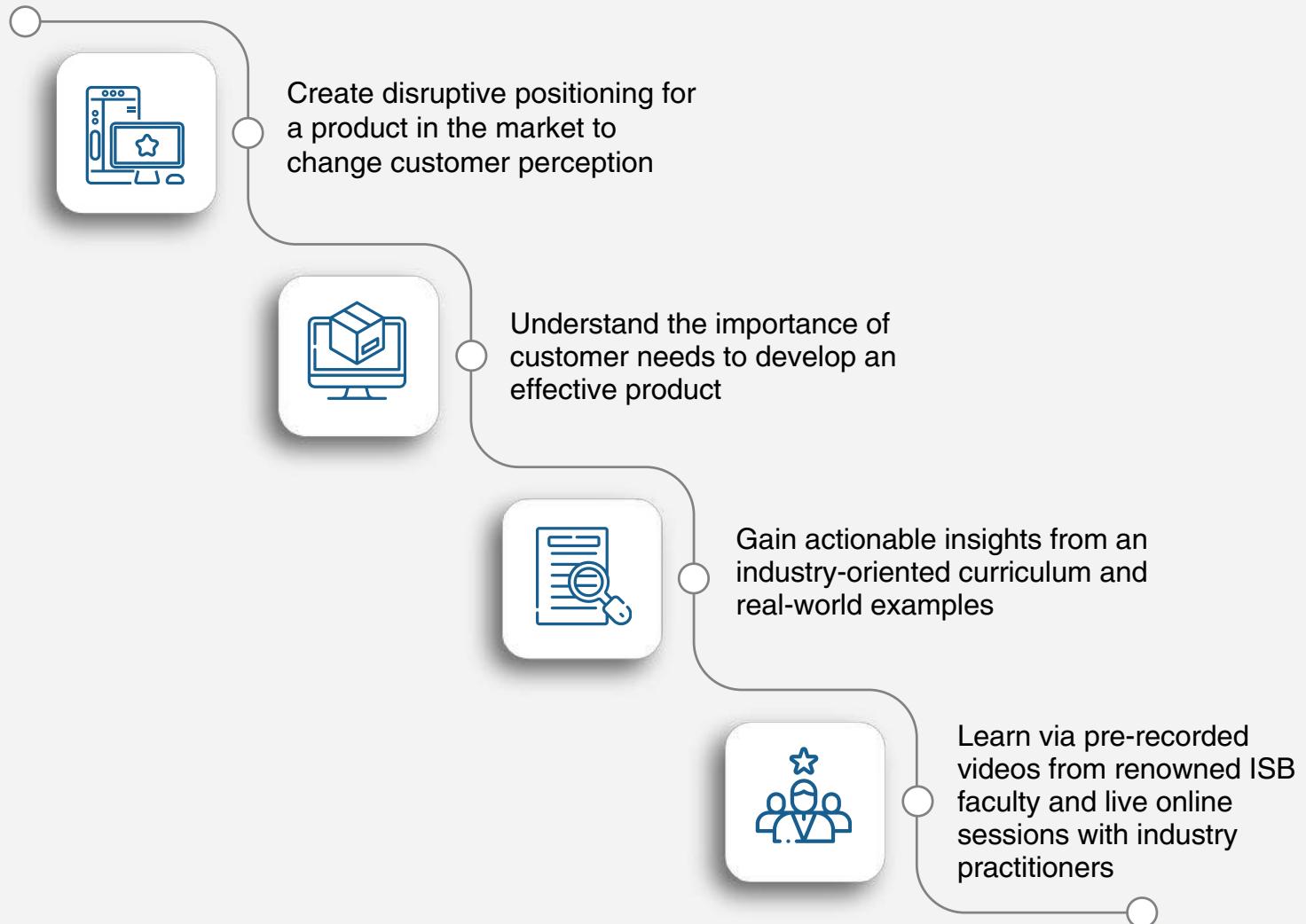


Be a Part of the Prestigious ISB Executive Network

Notes:

- All programme content is delivered via recorded sessions. ISB faculty will not be a part of weekly live sessions or any other live interaction in this programme. We have a curated panel of eminent programme leaders who will be conducting the weekly live doubt-clearing sessions.
- The final number of quizzes, assignments and discussions will be confirmed closer to the programme start.
- *Assignments are graded either by Programme Leaders who are available to support participants in their learning journey and/or by the Emeritus grading team.
- **Programme Leaders are domain experts who will clear your doubts and guide you through your learning journey.

Why Choose This Programme?



Product Manager's Toolkit

Gain hands-on experience on cutting-edge tools used by product managers in top companies



Learn the fundamentals of creating a product roadmap using specialised tools that help product managers create robust roadmaps efficiently.

Engage in Recorded Videos by Industry Expert



Learn the basics of creating a wireframe/low-fidelity mock-up by using essential product tools like Figma & Miro.

Engage in Recorded Videos by Industry Expert



Learn how to instrument data, use Mixpanel to view analytics and implement it in your product, which will help you get better with data analysis and build better products.

Engage in Recorded Videos by Industry Expert



You will also learn how to extract data by using SQL (the most commonly used tool for data analysis), which will equip you with a technical hard skill for PMs.

Engage in Recorded Videos by Industry Expert

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.
- These recorded videos offer an insightful overview of the topics, which help you explore further. Please note these does not come with any additional support.

balsamiq®

Jira Software

Google Analytics

Learn other essential tools for wireframing, project management and analytics.

Engage in Recorded Videos by Industry Expert

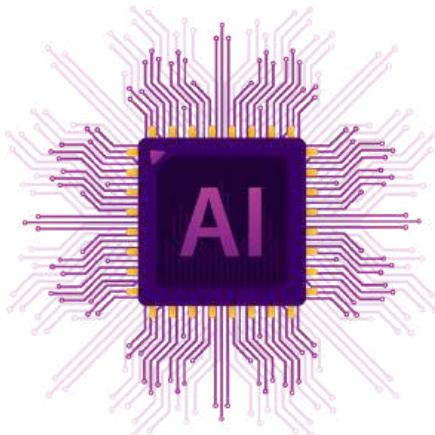
Note:

- 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.
- Our masterclasses offer an insightful overview of the topics, which help you explore further. While our masterclasses provide a valuable overview, they're just the beginning.



Integrated with Generative AI

Generative AI and Its Impact on Product Management



Explore how Generative AI is revolutionising product management by improving decision-making, accelerating product development, and enhancing user experiences. Explore various Generative AI models and architecture like GANs, Generative AI for market research & product roadmaps, productivity, data analytics, customer engagement, user experience, applications, use cases and ethical considerations.

Learn with Live Masterclass

Hands-on Projects and Masterclasses

- Deep dive into the problems faced by top Indian startups and sharpen your understanding of all the facets of product management
- Build a portfolio of projects to showcase your experience in the product management domain

Learn to Create an Effective Product Roadmap



For H2 2023, Flipkart as a company is focused on 3 major goals via their product: reducing order cancellations/returns, improving discoverability of products and growing to the next billion users.

By working on this project, you will be equipped with the fundamental skill of creating a short-term/long-term product roadmap that dictates the product development pipeline. It will also help in following through with the product strategy of the company.

Engage in Live Masterclass with our Industry Expert

User Research & Translating It to Product Design



Paytm is looking to launch a new loyalty programme product that will help them convert existing users into power users. By working on this project, you will learn the first step of building a great product – effective user research. Use those insights to turn them into a wireframe/low-fidelity mock-up and collaborate with designers better for the final product design.

Engage in Recorded Videos by Industry Expert

Understanding Key Metrics via Product Analytics



Swiggy recently launched a product to offer home-like meals aimed at increasing daily food ordering. This is targeted towards professionals who don't have time to cook.

By working on this project, you will learn what are the key metrics involved in building a product and how to track them. Then use that data to build better products that will guide your instincts and product sense.

Engage in Live Masterclass with our Industry Expert

Other Case Examples



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.
- The above masterclasses are introductory sessions designed to provide insightful knowledge on the specified topics. They are not intended to cover in-depth discussions on these subjects.

Who Is This Programme For?

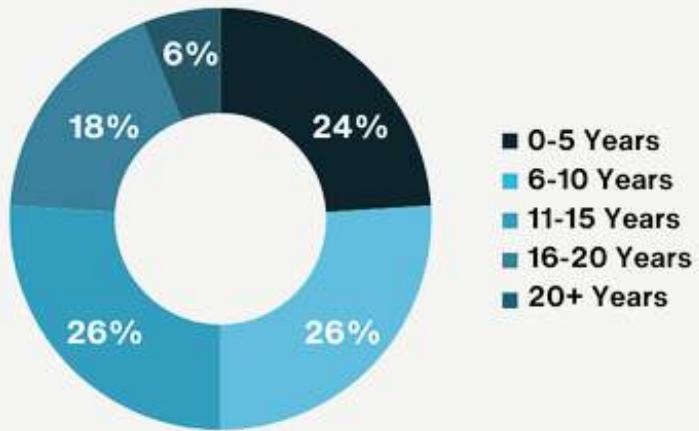
This cutting-edge programme is for:

- Individuals who are looking to transition into the field of Product Management and are looking to strengthen their foundations so that they start strong in this career
- Mid and senior-level managers who want to manage new and mature products, from conception to execution and measure performance to drive profitability
- Business heads and entrepreneurs who want to spearhead the usage of product strategies in their organisation and drive product-focused decision-making and planning

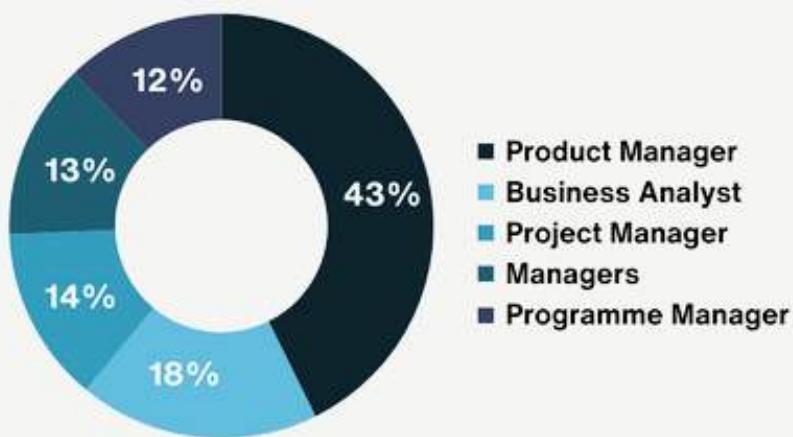


Past Participants Profile

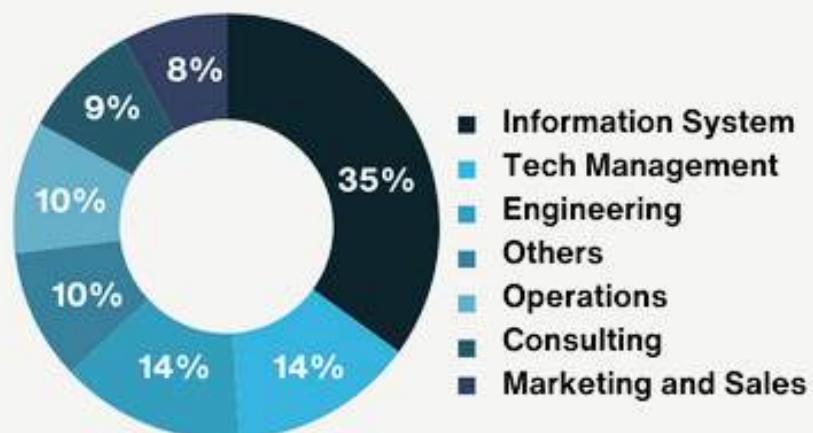
Work Experience



Job Title



Job Function



Programme Faculty



Dr Rajendra Srivastava

*Novartis Professor of Marketing Strategy and Innovation;
Executive Director at Centre for Business Innovation (CBI), EFPM*

The former Dean of the Indian School of Business (ISB), Professor Srivastava comes with over 30 years of experience as an academic and administrator. Before joining the ISB, he was Provost and Deputy President of Academic Affairs at Singapore Management University. His research interests include marketing strategy, marketing metrics, and customer management. He is an award-winning, highly cited scholar with work published in leading marketing journals.



Manish Gangwar

*Associate Professor of Marketing,
Executive Director at ISB Institute of Data Science (IIDS)*

Professor Gangwar is the Executive Director of the Institute of Data Science and Business Analytics programme at ISB. He holds a PhD in Management Science from the University of Texas at Dallas. His research interests include exploring marketing, product, and technology issues using quantitative models. His research articles have been published in leading academic journals, books' chapters, and popular media. He was also recognised as one of the most prominent data science academicians in India.



Siddharth S. Singh

Associate Professor of Marketing

Professor Singh heads The Media Hub, ISB's initiative for excellence in media research. He was also the first director of the Fellow Programme in Management, ISB's doctoral programme. He has a PhD (Marketing) from the J. L. Kellogg School of Management, Northwestern University, and an MBA (Marketing and Finance) from the University of Illinois at Urbana-Champaign. His research interests focus on exploring a firm's ability to achieve sustainable competitive advantage. He has co-authored three textbooks with Professor Noel Capon for MBA students and business executives.

Programme Modules

This three-month certificate programme will offer you a comprehensive understanding of product design, development, positioning, branding, and distribution using hands-on industry examples and case studies. This programme will provide you with the contemporary and technical knowledge vital for product management through:



Prescribing
product-based
business strategies



Aligning insights
generated by deploying
associated technical
process designs



Learning from
real-world case
studies across
multiple domains

Module 1

Product Development and Management: Key Concepts and Principles

- Linking an Innovation, Product and Growth Strategy Mindset for a Successful Product and Brand Manager
- Evolution of Product Management
- Product Concept and Key Drivers
- Product Life Cycle
- Layout a Framework /Roadmap for Rest of the Programme

Module 2

Product Development Process

- Design Thinking and Product Development Process
- Customer Needs and Behaviour
- Role of Marketing in the Product Development Process
- Creating Superior Value for Customers

Module 3

Market Structure Analysis and Opportunity Identification

- Market Definition and Potential Assessment
- User Persona and Journey Mapping
- Segmentation and Targeting

Module 4

Competitive Positioning and Its Role in Product Design

- Competitor Mapping and Analysis
- Importance of Positioning Strategy, How to Position for Market Advantage and How to Create Disruptive Positioning Strategies
- Positioning for Market Advantage
- Understanding Disruptive Positioning Communication

Module 5

A/B and A/A Testing, MVP and Growth Hacking

- The Product Development Process Revisited: When Should You Expedite the Process and How?
- Understanding the Framework of Opportunity Cost and Development Risk
- Understanding Product Market Fit and Product Company Fit
- Experimentation for Product Validation, A/B Testing and A/A Testing
- Understanding Minimum Viable Product and Growth Hacking

Module 6

Concept Development and Testing

- Concept Testing
- Defining Research Objective

- How Digital Technologies Are Changing New Product Development Due to the Long-Tail Effect
- Market Potential Assessment and Sales Forecasting

Module 7

Strategic Product Development Framework

- Understand the Importance of Defining and Documenting Clear Product Requirements
- Introduction to Product Requirements Documentation
- Defining Product Requirements
- Documenting Requirements
- Introduction to Product Roadmapping
- Creating and Communicating Roadmaps

Module 8

Understanding Consumer Preferences

- Kano Analysis
- Factor Analysis
- Paired Comparison and Max Difference

Module 9

Product Solution Design

- Conjoint Analysis
- Designing a Conjoint Survey
- Preference Assessment
- Simulation and Market Share Estimation

Module 10

Willingness to Pay and Price Setting

- Common Pricing Approaches
- Measuring WTP
- Setting the Pricing Level
- Role of Cost

Module 11

Product Positioning and Branding

- Innovating Beyond the Product
- Building Brands - Brand Ladder and Brand Health, Consumer and B2B and B2C, Customer Equity vs. Brand Equity
- Role of Marketing and Brand Strategy
- Why Brands Matter: Pricing Power

Module 12

Managing Distribution and Pricing

- Managing Profitability, Managing Distribution Relationships
- Price Position against Distributor's Private Labels
- Managing Trade Incentives and Discounts, Role of Brands in eCommerce
- Pricing Solutions, Dynamic Pricing, Product Platforms

Module 13

Managing Product Performance and Metrics

- AARRR Framework for Product Performance
- ROMI - Return on Marketing Investments
- Fine-tuning Strategy Across Geographical Product-markets
- Strategic Metrics (Growth and Resilience)

Module 14

Introduction to Artificial Intelligence (AI) in Product Management

- Understand The Fundamental Concepts of Artificial Intelligence (AI) and Its Relevance to Product Management
- Overview of AI in Product Management
- AI Applications in Idea Generation
- AI for Product Design and Optimisation

- AI in Customer Experience and Personalisation
- Benefits and Challenges of AI Adoption in Product Management

Module 15

Applications of Generative AI in Product Management

- Understand the Principles and Capabilities of Generative AI in The Context of Product Management
- Generative AI for Idea Generation and Concept Development
- Optimising Design with Generative AI
- Personalisation and Customisation using Generative AI
- Case Studies and Industry Examples

Module 16

Capstone Project

- Capstone Project

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



Programme Certificate

Upon successfully completing the programme with a minimum 70% score, you will be awarded a certificate from ISB Executive Education.



The Executive Education at the Indian School of Business awards this certificate to

Vinod Kurian

For successfully completing the online programme

Product Management

from September 30, 2024 to January 20, 2025



A handwritten signature in black ink that appears to read "Sujatha Kumaraswamy".

Sujatha Kumaraswamy
Executive Director
Executive Education and Digital Learning
Indian School of Business

Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of ISB Executive Education.

ISB Executive Network

Upon successful completion of the programme, participants will become a part of the ISB Executive Network. Benefits include:



ISB Executive Education Newsletters with the latest updates



Networking opportunities via ISB Executive Network Group on LinkedIn



Exclusive invitations to Online and Offline events like Webinars, Conferences, and Master Classes, amongst others



Preferential pricing with 10% discount on programme fee on ISB Executive Education programmes



Upgrade to Executive Alumni status by completing 100+ learning hours

Key Programme Takeaways

Develop a product mindset needed to bring viable products (or services) to market



Define the problem a product will solve while mapping the customer's journey and articulate user personas



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



Evaluate product road mapping 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

Learning Journey



Orientation Week

The first week is orientation week. During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system and other learning tools provided.



Weekly Goals

As you begin the programme, meet your learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.



Self-paced, Flexible Online Learning

Learn online via pre-recorded videos from renowned ISB faculty in a high-impact, four-month journey with a learning commitment of 4-6 hours/ week. Faculty will not be a part of weekly live sessions or any other live interaction in this programme.



Debrief Sessions

The programme features weekly live online sessions with industry practitioners who are available to help you clarify your doubts pertaining to the content. Assignments are graded either by programme leaders and/or by the Emeritus grading team.



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



ELIGIBILITY : Any Graduate/ Diploma Holder



DURATION : 16 Weeks | 4-6 Hours a Week



PROGRAMME START DATE : September 30, 2024



PROGRAMME FEE* : INR 1,50,000 + GST

Note:

GST(currently @ 18%) 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.



“ —

A great product manager has the brain of an engineer,
the heart of a designer, and the speech of a diplomat.

Deep Nishar
Senior Managing Partner, SoftBank Investment Advisers

About



ISB Executive Education empowers participants with the skills, mindsets, and networks required to manage and lead in this evolving landscape, enabling them to achieve their distinct personal and professional goals. Recognised as #1 in India for the third consecutive year and #26 globally in the Financial Times (FT) Executive Education Custom Rankings 2024 and #3 in India, #65 globally in the FT Executive Education Open Ranking 2023, ISB Executive Education is committed to prepare working professionals to excel in the new global business environment. This is achieved through fostering engaging exchanges between renowned industry leaders and academia and drawing globally renowned faculty from the world's top business schools. Through meticulously designed programmes, participants gain from both advanced management research and the vast experiences of their peers, ensuring they are well-equipped to navigate the complexities of the modern business landscape.

Explore Other Top **Product Management** Programme by **ISB Executive Education**.

**Professional Certificate Programme in
Product Management | 6 Months**



ISB Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives ISB Executive Education the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of ISB Executive Education. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 300,000 students from over 200 countries have benefitted professionally from Emeritus' courses.



Apply for the **ISB Product Management** programme here

APPLY NOW



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 isb.execed@emeritus.org

Explore the 6 months **Product Management** programme by
ISB Executive Education.

Know more about ISB Professional Certificate in Product Management



In collaboration with

Erulearning Solutions Private Limited (a company incorporated in India) is a subsidiary of Eruditus Learning Solutions Pte Ltd (a company incorporated in Singapore), and operates under the brand name of 'Eruditus' and 'Emeritus'.