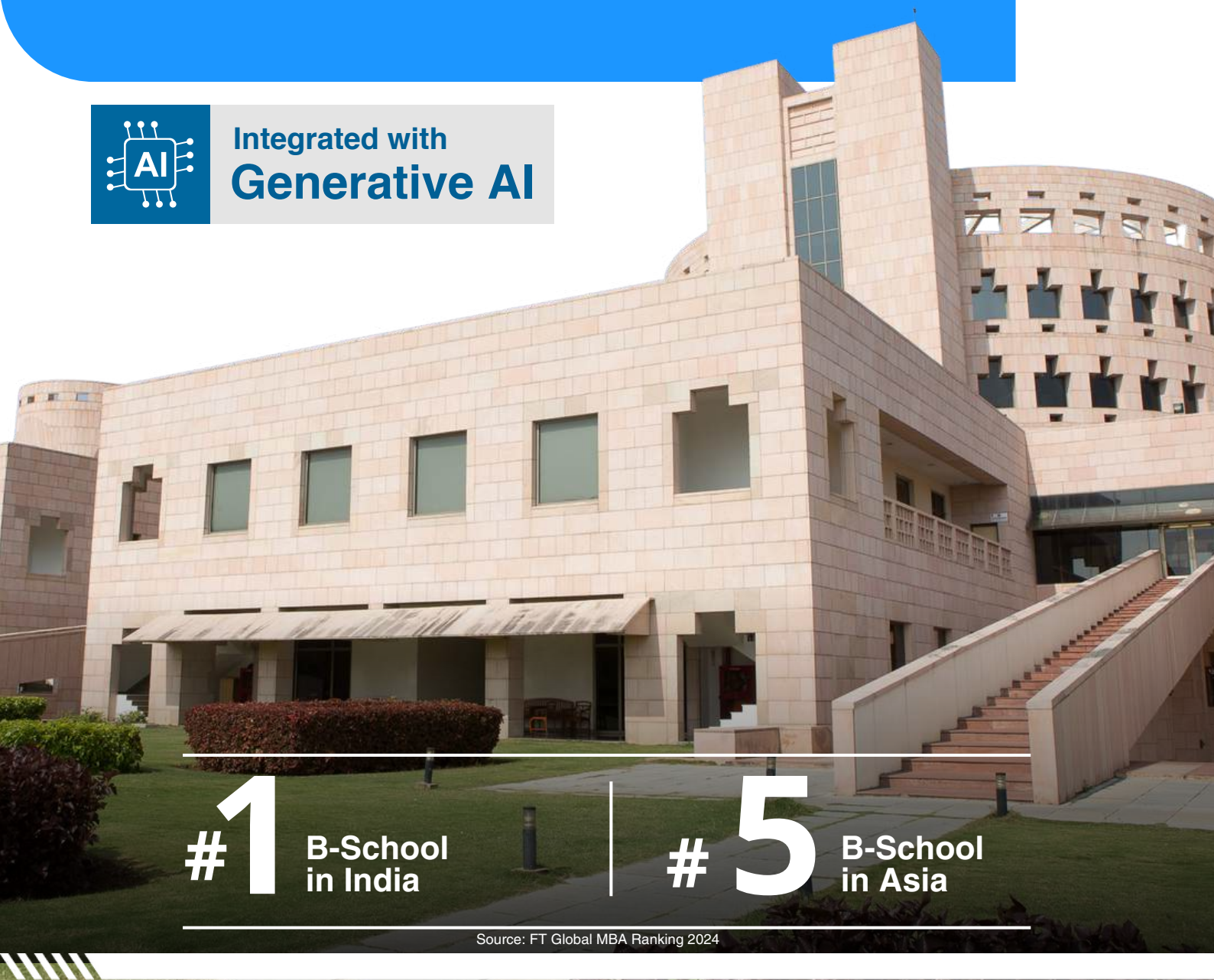
ISB | Executive Education

# Professional Certificate in Product Management

**28 Weeks | Online | ISB Executive Alumni Status**

**Starts December 30, 2024**

AI **Integrated with Generative AI**



**#1** B-School in India

**#5** B-School in Asia

Source: FT Global MBA Ranking 2024

## Programme Summary

## Professional Certificate in Product Management

**Institute Name**
ISB Executive Education

**Programme Duration**
28 Weeks

**Cost**
INR 2,49,000 + 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
- **World-class faculty -** Learn from the best faculty and industry practitioners
- **High-quality videos -** Great learning experience, even while on the move
- **Cohort-based learning -** Networking and community interaction by using discussion boards
- **On-demand learning -** Re-watch any lesson/ concept for deeper understanding

## Frequently Asked Questions

**Are there any LIVE sessions with the institute faculty in this programme?**
This programme is designed to provide flexible learning, given the 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 Alumni Status which includes access to resources, networking opportunities, discounts on programs, access to support team, exclusive event invitations, and the chance to be a guest speaker.

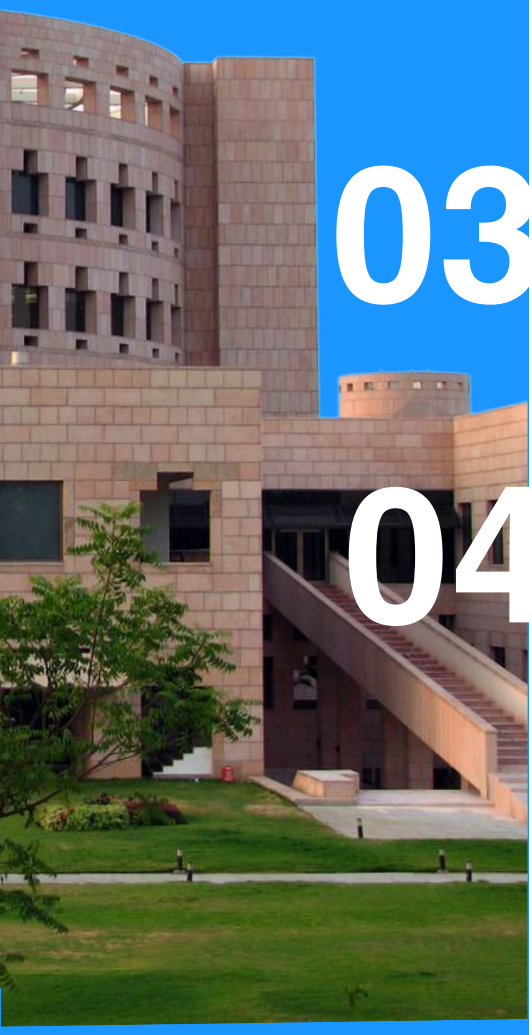
**What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?**
We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund 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.

This Programme Summary is provided only for your convenience. You are advised to refer to the Programme Brochure for more information.

# Overview



## 01 Product-led companies are achieving outsized business results

Customer-centric product management was once a tactic. Now, it is a mindset among Fortune-500 companies and business leaders across the world.

## 02 Learn to become a skilled product manager

The Professional Certificate in Product Management programme by ISB Executive Education tries to bring elements of both technique and strategy and helps you understand how Product Management evolves in this disruptive and innovative environment.

## 03 This programme will equip you with concrete skills

You will learn how to build products fit to market, use pricing as a strategy, address customer needs and more.

## 04 For a holistic education, get a complete framework

Understand key concepts and principles of product management, which will develop your business acumen to strategise an effective product development and management process.

**Product-led growth is central to our company's revenue strategy, and it requires all functions – not just PM – to be customer obsessed to achieve it. When your company becomes product-led, growth is everyone's responsibility – and you achieve it by solving for real customer needs, together**

Stephanie Neill, Vice President of Product at Amazon

## Roles of a Product Manager

# Programme **Highlights**

**300+**
Pre-recorded Videos for Self-paced Learning from Renowned ISB Faculty

**2**
Live Masterclasses on Generative AI in Product Management

**2**
Cutting-edge Modules on AI and Generative AI in Product Management

**10**
Essential Product Management Tools

**12**
Masterclasses with Leading Product Managers

**40+**
Case Studies, Discussion Boards, and Self-study Activities

**6+**
Demos and Simulations

**30+**
Quizzes and Graded Assignments*

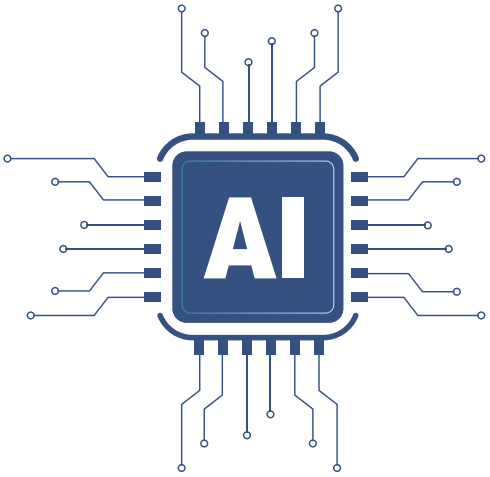
**1**
Live Online Session/Week with Programme Leaders**

*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.*

# Integrated with **Generative AI in Product Management**

## 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, such as GANs, Generative AI for market research and product roadmaps, productivity, data analytics, customer engagement, user experience, applications, use cases and ethical considerations.

- ***Learn with Live Masterclass***

## Implementing Generative AI at Workplace

Discover practical strategies for integrating Generative AI into your workplace to boost efficiency, streamline processes, and enhance creativity. This masterclass covers real-world applications and provides a roadmap for successful AI adoption. Explore AI and its use cases in product management. Assess organisational readiness for AI integration, and build a business case, get the right team, prepare and clean data, select the right model, integrate with existing systems, perform testing and quality assurance, and implement monitoring and maintenance. Delve into the future of AI.

- ***Learn with Live Masterclass***

*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.*

# 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 which help Product Managers efficiently create robust roadmaps.

*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 Product Managers.

*Engage in Recorded Videos by Industry Expert*

Learn how to use VWO, the world's leading A/B test tool used to conduct experiments, A/B tests and more. Find an ideal solution among multiple hypotheses while building products.

*Engage in Recorded Videos by Industry Expert*

*Notes:*

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- *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.*

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

*Engage in Recorded Videos by Industry Expert*

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- *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.*

# 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 product management domain

## Learn to Create an Effective Product Roadmap

For H2 2023, Flipkart as a company is focused on three major product goals - 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 which dictates the product development pipeline. This project 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 which 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. Turn these insights into a wireframe/low-fidelity mock-up, and better collaborate with designers for the final product design.

***Engage in Recorded Videos by Industry Expert***

## Understanding Key Metrics via Product Analytics

Swiggy recently launched home-like meals, a product aimed at increasing daily food ordering and 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. You will then use that data to build better products, which will guide your instincts and product sense.

***Engage in Live Masterclass with our Industry Expert***

## Setting the Right Vision and Strategy for Products

Meta started with a focus on AR/VR products, betting that this is the platform of the future. As a Product Manager for its upcoming device (Meta Quest 3) that will focus on these technologies and target the mass market, design a vision and strategy document for this product. This document will be used by all stakeholders to understand how the product will shape up and impact customers.
Learn how to draft vision and strategy for new products and launches. This allows Product Managers to prioritise better, align stakeholders and be agile with strategy to build successful products

***Engage in Live Masterclass with our Industry Expert***

## Iterating and Optimising Existing Products for Success

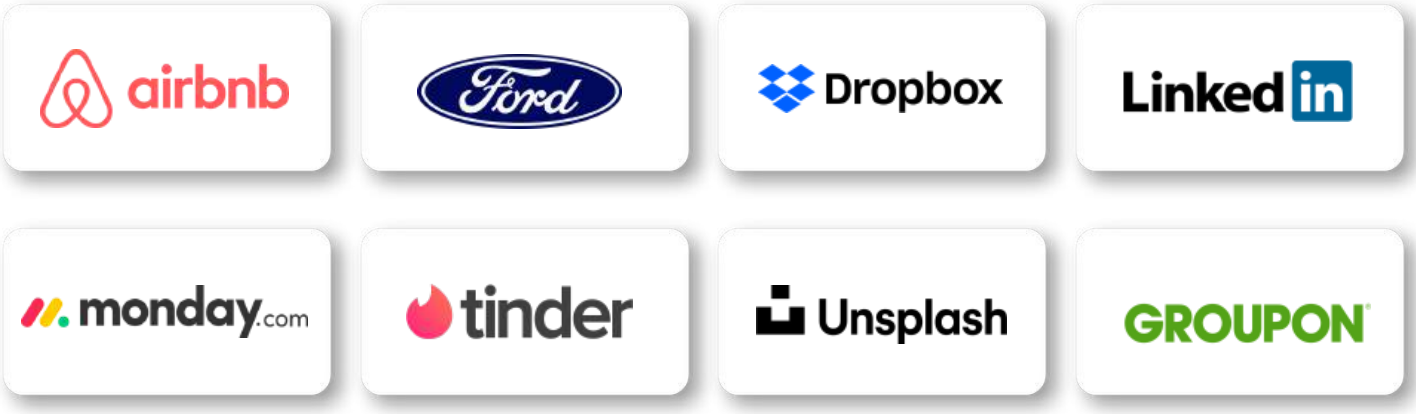
Microsoft Teams was launched in 2017 as a competitor to the workspace communications tool Slack. It then expanded its capabilities to include video conferencing when the pandemic hit in 2021. It's part of the Microsoft 365 suite and is constantly positioned to meet the needs of working professionals. Create a sprint plan for the next quarter which will focus on the next big feature that Microsoft Teams should work on.
Learn a key aspect of product development - to iterate and optimise existing products. This ensures that product managers make better products to better suit customer needs.

***Engage in Live Masterclass with our Industry Expert***

*Notes:*

- *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.*

# Other Case Examples



# What **Will You Learn in This Programme?**

- **How to develop a product mindset** needed to bring viable products (or services) to market
- **How to define the problem** a product will solve while mapping the customer's journey and articulate user personas
- **How to evaluate product road mapping** and prototyping decisions using various product management techniques and practices
- **How to develop prototypes and MVPs** and collect user feedback, how to think about product pricing and how to develop go-to-market strategies for digital and Saas products
- **How to modify the product** line to make products better for the customer
- **How to measure product performance** to continuously improve products for business profitability
- **How to do competitor analysis** to continuously launch products that actually matter to your customers and grow the customer base
- **How to develop products** using the agile product development process
- **How to apply the fundamentals of AI/ML and use AI/ML** platforms, tools and analytics

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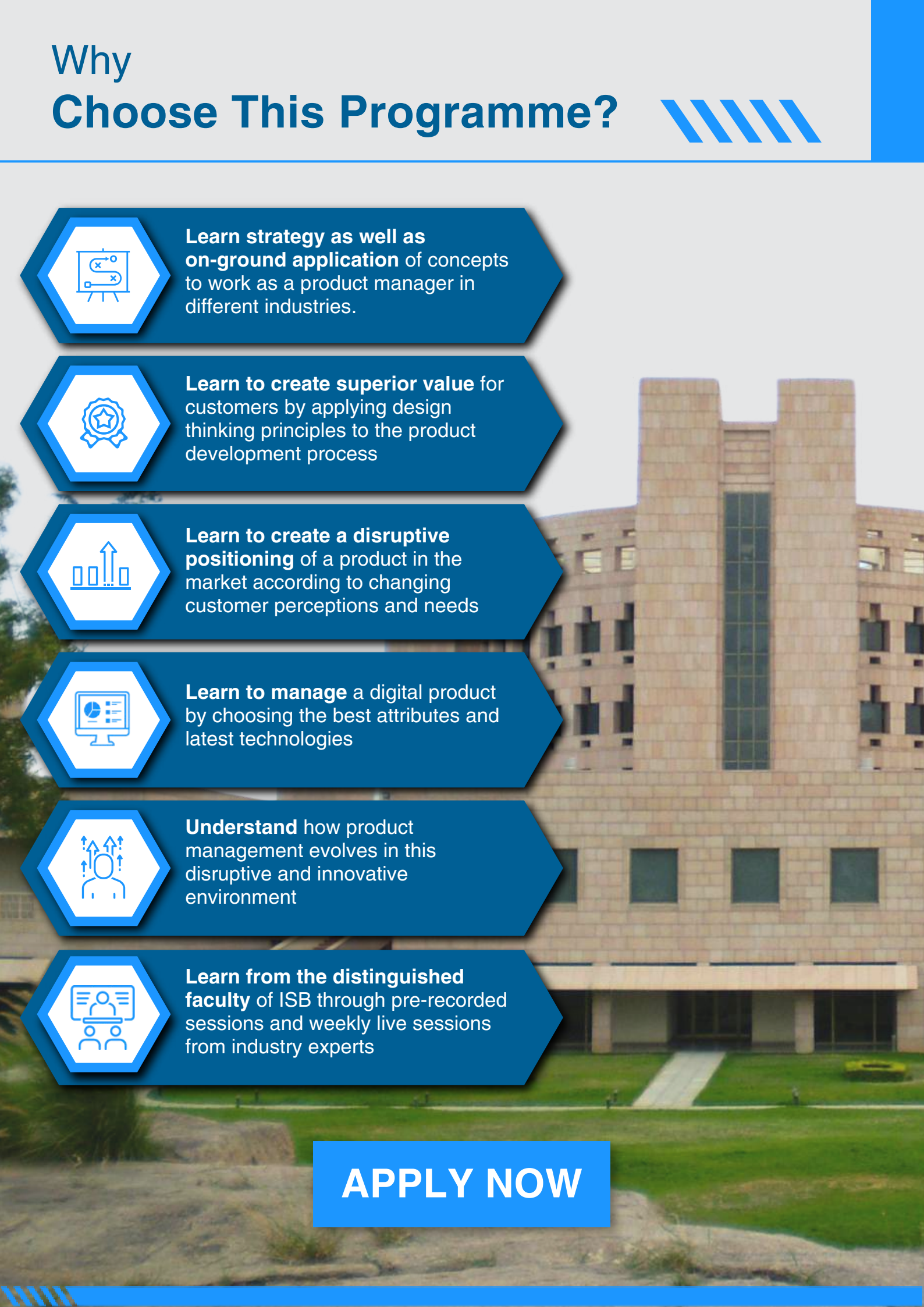
# Why
# Choose This Programme?

The **Professional Certificate in Product Management by ISB Executive Education** is a well-structured curriculum designed by the #1 business school in India that will prepare you for success in your product management career.

The programme faculty - **Professors Manish Gangwar, Rajendra Srivastava and Siddharth Singh** are stalwarts in marketing, digital, and product management. Together, they bring a gamut of academic research and practitioner experience across multiple publications and organisations.

Upon completion of the programme, you will become part of the **ISB Executive Alumni group,** a community of senior executives and entrepreneurs, to help you expand your professional network.

# Why
# Choose This Programme?



- **Learn strategy as well as on-ground application** of concepts to work as a product manager in different industries.
- **Learn to create superior value** for customers by applying design thinking principles to the product development process
- **Learn to create a disruptive positioning** of a product in the market according to changing customer perceptions and needs
- **Learn to manage** a digital product by choosing the best attributes and latest technologies
- **Understand** how product management evolves in this disruptive and innovative environment
- **Learn from the distinguished faculty** of ISB through pre-recorded sessions and weekly live sessions from industry experts

**APPLY NOW**

# Who
# Is This Programme For?

This programme is best suited for individuals who are seeking a better understanding of how successful products are created, launched, tracked, and optimised through core areas of product management.

- **Early to Mid-Level Professionals:**
  Analysts, product analysts, managers, senior managers, program managers, senior program managers, product managers, project managers, marketing operations managers, customer success managers, strategy managers
- **Business Heads/Entrepreneurs:**
  Directors, senior directors, directors of product, product sales directors, managing directors, heads of product, general managers, chief experience officers of SMEs, product leads

- Key industries where this programme is relevant: IT, E-commerce, Banking and Finance, FMCG, Media, Retail, Healthcare
- 1+ years of work experience (preferred)

APPLY NOW

# 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 Manish 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 Siddharth S. 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

**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**

## Understanding Consumer Preferences

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

**Module 8**

## Product Solution Design

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

Module 9

## Willingness to Pay and Price Setting

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

Module 10

## 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 11

## 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 12

## 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 13

## Product Concept Generation, Selection and Project Management

- Concept Generation and Selection
- Product Design and Architecture

Module 14 and 15

## Agile Product Development - Part 1 and 2

- Principles of Agile Development
- Agile Methodologies (Scrum, Kanban, etc.)
- Scrum/Agile Team Structures
- The Scaled Agile Framework
- The Three Cs in User Stories (Card, Conversation, and Confirmation)

Module 16

## Product Roadmap and Prioritisation

- Story Mapping
- Opportunity Scoring
- Cost of Delay
- Product Backlog and Product Roadmap
- Requirements
- The Moscow Method
- Product Tree
- Buy a Feature
- Backlog Prioritiser

Module 17

## Product Marketing

- Digital/Growth Marketing
- Content Marketing
- Marketing Operations and Automation
- Fundamentals of Storytelling
- How to Give Effective Product Presentations and Demos?

Module 18

## Growth Strategies and Market Metrics

- Customer Development
- Market Development
- Demand Expansion
- Product Line Extensions, Product Line Pruning and Product Sunsetting

Module 19

## Prototyping and Testing

- Principles of Prototyping and User Experience
- Wireframing and Prototyping Models
- Testing and Troubleshooting

Module 20

## Business Models for Digital Products

- The Definition and Importance of Business Models and How to Choose the Right Business Model
- Freemium, Software as a Service (SaaS), and Marketplace Models

Module 21

## Introduction to Data Science and Analytics

- Model Evaluation Metrics
- Ways of Identifying Biases to Avoid Analytical Errors
- Google Analytics
- Types of Analytics—Descriptive, Predictive and Prescriptive
- AI/ML Platforms and Tools

Module 22

## Customer Analytics for Product Managers

- Customer Segmentation
- Clustering
- Perceptual Maps
- Preference Maps

Module 23

## Social Media and Text Mining Tools and Techniques

- Text Analysis
- Topic Modeling
- Sentiment Analysis

Module 24

## Financial Analysis for Product Managers

- Economics of a SaaS Business (CLV, CAC, MRR, MRR Expansion, Churn)
- Net Present Value (NPV), Internal Rate of Return (IRR) and Product Profitability

Module 25

## 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 26

## Applications of Generative AI in Product Management

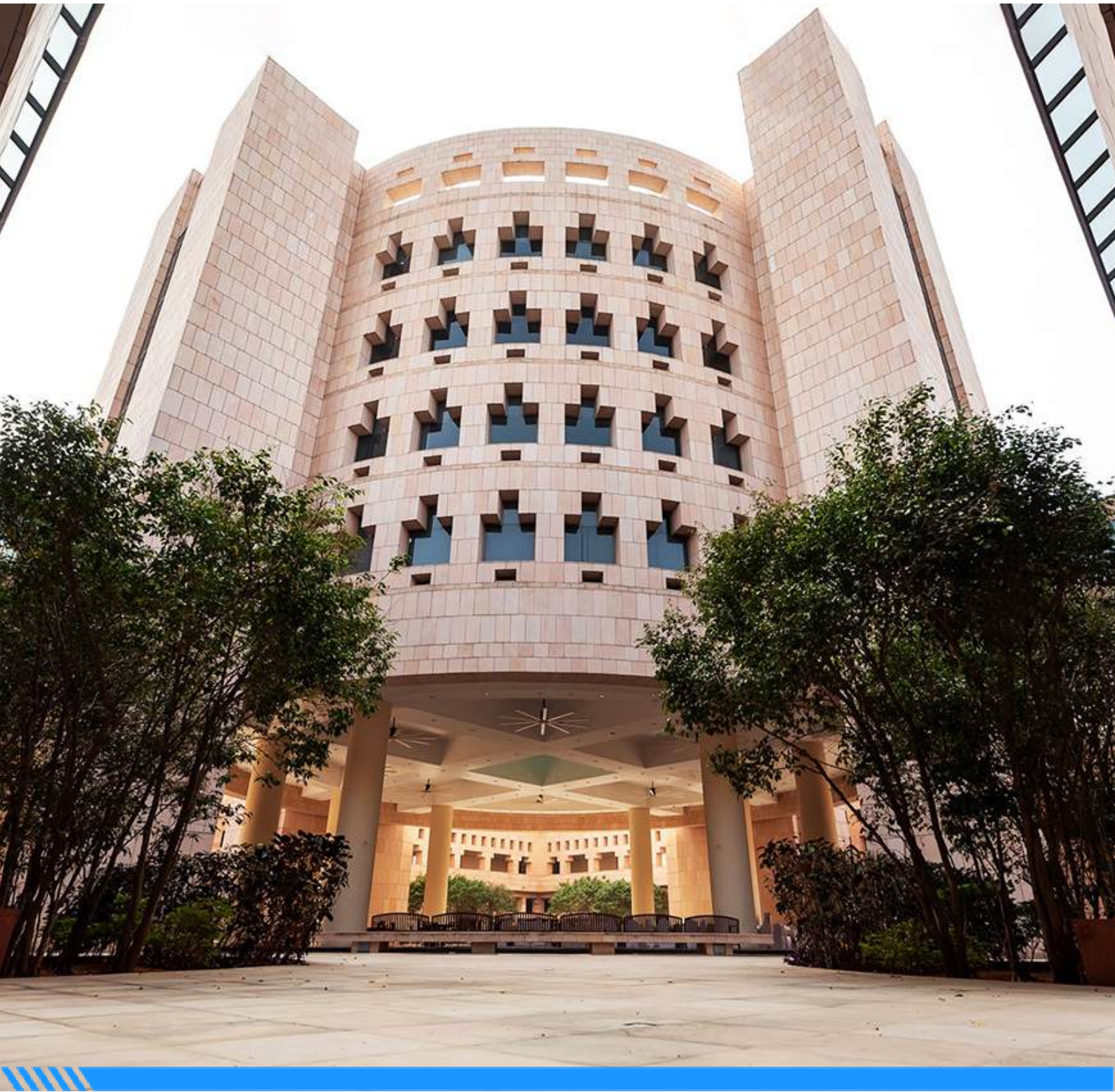
- Understand the Principles and Capabilities of Generative AI in the Context of Product Management
- Generative AI for Idea Generation and Concept Development
- Optimising Design with Generative AI
- Personalisation and Customisation using Generative AI
- Case Studies and Industry Examples

**Module 27 and 28**

# Capstone Project

- Hands-on 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 score of 70% in all the required assignments, you will be awarded a certificate in Professional Certificate in Product Management.

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

# ISB Executive Alumni Group Benefits

ISB Executive Alumni will receive the following benefits upon successful completion of 100+ learning hours:

- Access to the Executive Alumni portal – a unique space for alumni to re-ignite connections, spark collaborations and engage in continuous learning. The alumni portal has several features like an alumni directory, city chapters, special interest groups, alumni mentorship and more. Access to the alumni portal is provided post the programme completion.
- Networking opportunities via ISB Executive Education Network Group on LinkedIn.
- Preferential pricing with 20% discount on programme fee on ISB Executive Education programmes.
- ISB Executive Education newsletters, articles, podcasts and videos.
- Access to ISB Executive Education support team over email.
- Exclusive invitations to Online and Offline events like Webinars, Conferences, and Master Classes, amongst others.
- Opportunity to be a Guest Speaker at ISB Executive events (invited on the discretion of ISB Executive Education).
- ISB Executive Alumni Credentials: ISB Email ID.

*Note: All activities for ISB Executive Education alumni are handled by the Executive Alumni Engagement Team. Whenever there are any events or webinars held, they will be informing the alumni community of the same. Events take place yearly basis availability of resources & is subject to change.*

# The 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 28-weeks 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 programme leaders 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.

# Past Participants of Emeritus Work at

ICICI Bank
Microsoft
Infosys Navigate your next
HDFC BANK We understand your world
airbnb
TCS TATA CONSULTANCY SERVICES
OLA
Flipkart
JSW
wipro Science Education Fellowship
Honeywell
J.P.Morgan
Jio
Mahindra
accenture
Cognizant

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# Programme Details:

ELIGIBILITY: **Any Graduate/Diploma Holder**

DURATION : **28 Weeks 4-6 Hours/Week**

PROGRAMME START DATE : **December 30, 2024**

PROGRAMME FEE* : **INR 2,49,000 + 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.*

# About ISB Executive Education and Emeritus

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.

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' programmes.

ISB | Executive Education

WhatsApp an Advisor on +91 8657038243*

**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**

**APPLY NOW**

In collaboration with

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