



IIT KANPUR
Indian Institute of Technology, Kanpur



Starts July 2024

Professional Certificate Program in Product Management

8 Months | Online | Top Faculty Led



Why choose this Product Management Program?

**IIT Kanpur
Brand**

Learn from a premier Institution with global excellence

Rank #1

Ranked #1 in NIRF Innovation Rankings 2023

**Campus
Immersion**

Enrich your learning experience at IIT Kanpur with a 2-day Campus Immersion

**Amazon
Google**

Learn from product managers at top companies, like Amazon & Google



Trending Product Management Skills in 2024

Agile Product Development

Product Strategy

Generative AI

UI/UX Design

Product Analytics

Product Growth

Enhance your grasp of Product Management skills to drive your organization's growth. From management basics to strategy, this program prepares you for the most in-demand skills required in Managers and Leaders in 2024.

Who should enroll in this Program?

Unleash strategic insights with our Professional Certificate Program in Product Management. Tailored for emerging leaders, this program provides deep understanding and the skills to propel your career forward in product management, advancing you toward impactful product leadership. Elevate your professional journey with strategic mastery of product.



Software Professionals

Consultants

Tech Leads

Product Managers

Project Managers

Marketing & Sales Professionals

Business Analysts

Mid-Career Professionals

Engineers



**Your Future in
Product Management
starts here..**

Why choose E&ICT, IIT Kanpur for Product Management Program?

Top Tier Institution

Standout from the competition & move up the career ladder quickly by adding a top IIT to your resume.

Applied Learning

Break free from traditional learning & get ready to conquer challenges via case studies, assignments, & projects.

Master Product Roadmaps

Create product roadmaps that outline the product's future direction, milestones, and feature prioritization.

Become a World-Class PM

Understanding the end-to-end product development process, from ideation to launch and post-launch activities.

Dynamic Learning Journey

Embark on thrilling 8 months adventure exploring every facet of Product Management.

Make Data-Driven Decisions

Utilize data analysis and metrics to inform product decisions, track product performance, and iterate on product features.



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Product Management Program Syllabus

Learn what matters in 8 months!



What you'll learn



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Term 1: Fundamentals of Product Management

Module 1: PM Basics: Role, Responsibilities, Skills

- Topic 1: Mindset of Product Manager
- Topic 2: Skills Required to be PM
- Topic 3: Key Responsibilities of a PM
- Topic 4: Influence without Authority as PM

Module 2: Market Analysis & Customer Research

- Topic 5: Market Segmentation & Audience Identification
- Topic 6: Types of Research
- Topic 7: Customer Interviews
- Topic 8: Survey Techniques

Module 3: Competitive Analysis for PMs

- Topic 9: Techniques to Identify Competitors
- Topic 10: Uncovering Competitive Intelligence
- Topic 11: Analyzing Competitive Products
- Topic 12: Exploring SWOT Analysis

What you'll learn



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Module 4: Product Ideation & Conceptualization

- Topic 13: Generating & Evaluating Product Ideas
- Topic 14: Defining Problem Statements
- Topic 15: Identifying & Shortlisting user needs
- Topic 16: Creating User Stories & Use Cases

Term 2: Product Strategy & Roadmap

Module 5: Product Vision & Mission

- Topic 17: Crafting Product Vision Statement
- Topic 18: Exploring the Mission Definition Process
- Topic 19: Conveying Product Vision to Stakeholders
- Topic 20: Align Vision & Mission with Goals



What you'll learn



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Module 6: Product Strategy Frameworks

- Topic 21: Define & Set Product Strategy
- Topic 22: Understand & Set Product Goals
- Topic 23: Product-Market Expansion Strategies
- Topic 24: Blue Ocean Strategy & Differentiation

Module 7: Prioritization & Roadmapping Techniques

- Topic 25: Types of Product Roadmaps (Strategic Vs. Tactical)
- Topic 26: Prioritization Frameworks
- Topic 27: Iterative Roadmap Planning
- Topic 28: Incorporating Feedback at Runtime

Module 8: Business & Product Strategy Alignment

- Topic 29: Establish Business Goals & Success Metrics
- Topic 30: Align Product goals with Business Goals
- Topic 31: Balance Short-Term Goals with Long-Term Vision
- Topic 32: Create Feedback Loop between Business & Product Strategies

Term 3: User Experience Design

Module 9: Design Thinking for PMs

- Topic 33: Design Thinking for Product Managers
- Topic 34: Benefits of Design Thinking
- Topic 35: Implementing Design Thinking
- Topic 36: Use Cases of Design Thinking

Module 10: Introduction to UX Design

- Topic 37: User-Centered Design Principles
- Topic 38: UX vs. UI Design
- Topic 39: UX Design Process Overview
- Topic 40: Idea of Wireframing and Prototyping

Module 11: Information Architecture & Design Process

- Topic 41: Organizing Information for Intuitive Navigation
- Topic 42: User Flow Mapping
- Topic 43: Principles of Responsive Design
- Topic 44: Developing Mobile-First Approach

What you'll learn



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Module 12: Empathy-Driven Design Essentials

- Topic 45: Empathy Mapping Techniques
- Topic 46: Incorporating User insights into Wireframe Design
- Topic 47: Creating Visually Appealing Mock-ups
- Topic 48: Developing Interactive Prototypes

Term 4: Agile Product Development

Module 13: Agile Methodologies Overview

- Topic 49: Key Principles of Agile Manifesto
- Topic 50: Scrum Framework Essentials
- Topic 51: Kanban Workflow Principles
- Topic 52: Lean Principles: Reducing Waste & Optimizing Flow



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Module 14: Sprint Planning, Review, & Retrospective

- Topic 53: Sprint Goal Setting
- Topic 54: Sprint Plan Meeting Structure & Best Practices
- Topic 55: Sprint Review Techniques
- Topic 56: Retrospectives for Continuous Improvement

Module 15: Prioritization & Backlog Refinement Techniques

- Topic 57: Defining User Stories
- Topic 58: Crafting Acceptance Criteria
- Topic 59: Backlog Refinement Activities
- Topic 60: Backlog Management Techniques

Module 16: Agile Metrics & Performance Measurement

- Topic 61: Velocity & Burndown Tracking in Agile
- Topic 62: Lead Time & Cycle Time Metrics
- Topic 63: Working Towards Team Satisfaction
- Topic 64: Tracking & Enhancing Productivity

Term 5: Product Launch & Marketing

Module 17: GTM Strategies & Planning

- Topic 65: Basics of GTM Strategy
- Topic 66: Creating Launch Plan Timeline
- Topic 67: Identifying Target Markets & Positioning
- Topic 68: Resources & Budget Allocation

Module 18: Product Messaging & Positioning

- Topic 69: Value Proposition Development
- Topic 70: Storytelling for Product Benefits
- Topic 71: Product Positioning Against Competitors
- Topic 72: Crafting Compelling Product Messaging & Positioning



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Module 19: Marketing Channels for Product Launch

- Topic 73: Intro to Digital Marketing Channels
- Topic 74: Fundamentals of Social Media & Email Marketing
- Topic 75: Leveraging Search Engine Marketing
- Topic 76: Influencer Marketing & Partnerships

Module 20: Measure GTM Success Metrics

- Topic 77: Key Metrics for PMs: Sales, Website Traffic & Feedback
- Topic 78: Reviews & Customer Surveys Insights
- Topic 79: Iterating GTM using Product Features
- Topic 80: Marketing Strategies Based on Post-Launch Data

Capstone Project (Minor)

In this Capstone we will be crafting a Comprehensive Strategy for **New Product Development**, defining its Concept, Designing User Experience, and Planning Launch & Marketing Initiatives. By integrating Principles from Product Management, UX Design, Agile Methods, and Marketing we will develop a thorough understanding of the **Product Lifecycle**.

What you'll learn



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Term 6: Growth & Scaling

Module 21: Growth Hacking Techniques & Strategies

- Topic 81: Viral Marketing Tactics: Social Sharing Incentives
- Topic 82: Crafting Incentivized Referral Programs
- Topic 83: A/B Testing for Conversion Optimization
- Topic 84: Product-Led Growth Strategies

Module 22: Scaling Product Operations & Infrastructure

- Topic 85: Supply Chain & Logistics Optimization for Scalability
- Topic 86: Fundamentals of Scalable Systems
- Topic 87: Implementing Scalable Tech Infrastructure
- Topic 88: Scaling Customer Support & Success Processes

Module 23: Customer Acquisition & Retention Strategies

- Topic 89: Customer Acquisition Funnels & Channels
- Topic 90: Customer Loyalty Programs & Retention Strategies
- Topic 91: Building Customer Segmentation
- Topic 92: Designing Personalized Marketing

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Module 24: Managing Hypergrowth: Best Practices

- Topic 93: Scaling Team Culture & Organizational Alignment
- Topic 94: Managing Cash Flow & Financial Resources
- Topic 95: Balancing Growth with Product Quality
- Topic 96: Tracking Customer Satisfaction

Term 7: Product Analytics

Module 25: Product Success Metrics & KPIs

- Topic 97: Align Metrics with Business Goals & User Value
- Topic 98: Core Metrics for Product Performance
- Topic 99: Setting Smart Goals & Establishing Targets
- Topic 100: Identifying Vanity vs. Actionable Metrics



What you'll learn



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Module 26: Intro to Product Analytics: Tools & Metrics

- Topic 101: Overview of Popular Analytics Tools
- Topic 102: Key Product Metrics: Identification & Definition
- Topic 103: Event Tracking & User Behavior Analysis
- Topic 104: **Case Study:** Product Analytics Using Google Analytics

Module 27: Data-Driven Decision Making in PM

- Topic 105: Leverage Data for Product Roadmap Prioritization
- Topic 106: Cohort Analysis & Segmentation for Insights
- Topic 107: Incorporate Data into Decision Making
- Topic 108: Building Data-Driven Decision Making Culture

Module 28: A/B Testing & Experimentation

- Topic 109: Intro to A/B Testing for Product Optimization
- Topic 110: Interpreting A/B Test Results for Actionable Insights
- Topic 111: Fostering a Culture of Experimentation & Innovation
- Topic 112: Scaling Testing within Organization

What you'll learn



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Term 8: Generative AI: Ideation to MVP

Module 29: Understand Generative AI & Its Applications

- Topic 113: Overview of Generative AI
- Topic 114: Generative AI Algorithms: GANs, VAEs, etc.
- Topic 115: Real-World examples of Generative AI
- Topic 116: Pros & Cons of Generative AI

Module 30: Ideation Techniques Using Generative AI Tools

- Topic 117: Brainstorming & Ideating Using Generative AI
- Topic 118: Generating Novel Design Concepts
- Topic 119: Hacking Product Features with AI
- Topic 120: Collaborative Ideation with AI-Generated Suggestions



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Module 31: Prototyping with AI-Generated Content

- Topic 121: AI-Assisted Content For Wireframes & Prototypes
- Topic 122: Enhance UX with AI Visuals & Interactions
- Topic 123: Iterate & Refine Prototypes with AI Insights
- Topic 124: Framework for Creating Feedback Loop

Module 32: MVP Development & Testing with AI

- Topic 125: Build Minimum Viable Products (MVPs)
- Topic 126: User Testing & Validation Basics for PM
- Topic 127: Monitoring Performance for AI Features
- Topic 128: Iterating Features Based on User Data & Feedback



Capstone Project (Major) & Key Tools Covered

Bring Your Own Product

The major Capstone Project in the program is BYOP. In BYOP, we will undertake comprehensive Product Development. We will integrate Product Management, Strategy, and UX Design to ensure a solid foundation for our product. As a part of this we will also use Agile Methodologies to drive iterative development, with launch and Marketing Strategies aimed at user attraction. To wrap, we will build sustainable growth plans, supported by Product Analytics and Generative AI, to achieve product innovation.

Key Tools covered in this program



Top PM Frameworks

SWOT Analysis

Product Strategy Canvas

Product Vision Board

MoSCoW Framework

Double Diamond Process

Google Design Sprints

Ansoff Matrix

PESTLE Analysis

Competitor Analysis Matrix

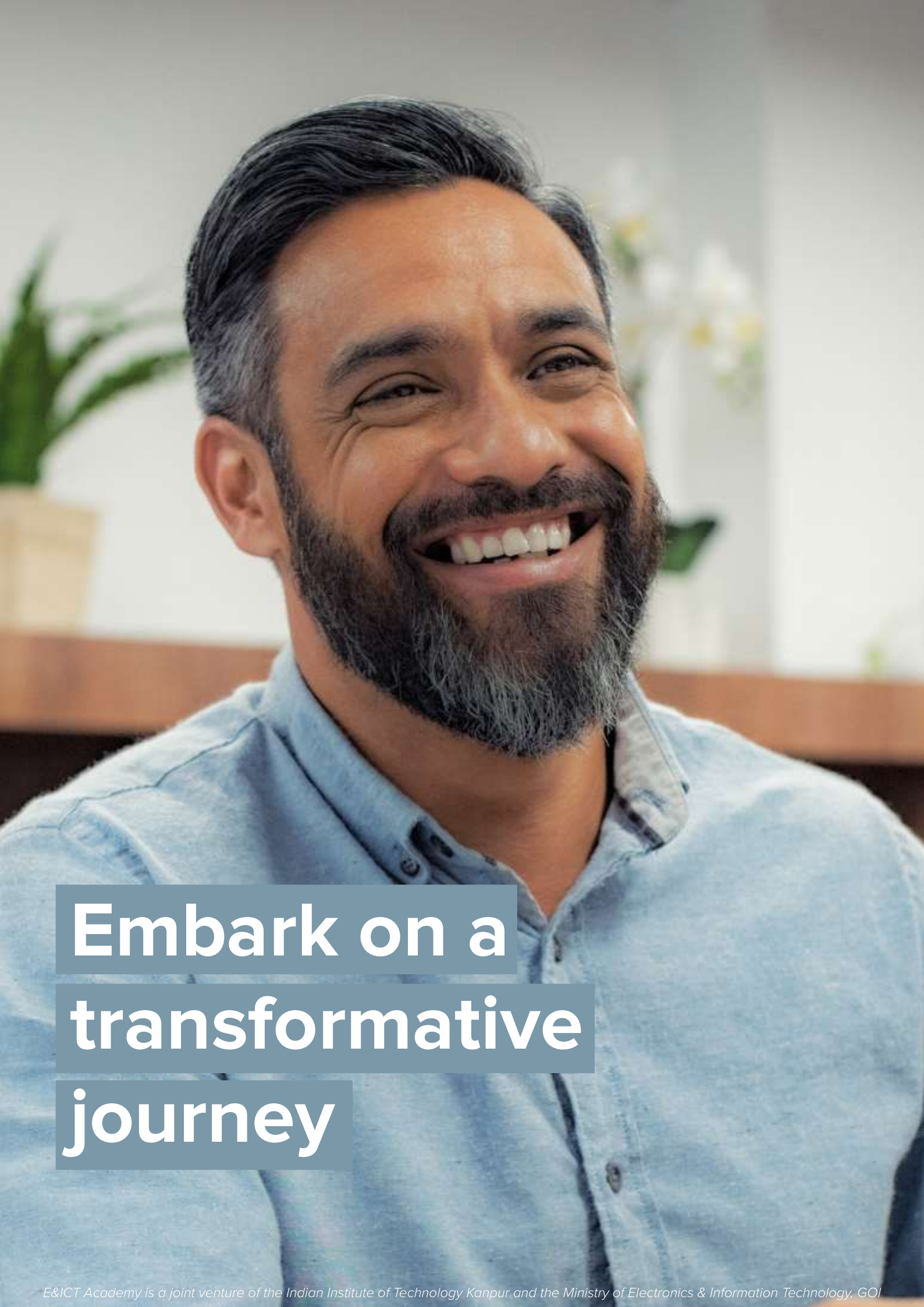
KANO Model

Blue Ocean Strategy

RICE Prioritization

& many more





**Embark on a
transformative
journey**

Learn from Top Industry Practitioners



Sr. Faculty

accredian



Product Manager

Google



Product Manager

ARCHER



Product Manager

Walmart



Product Manager

Chegg



Sr. Program Manager

amazon



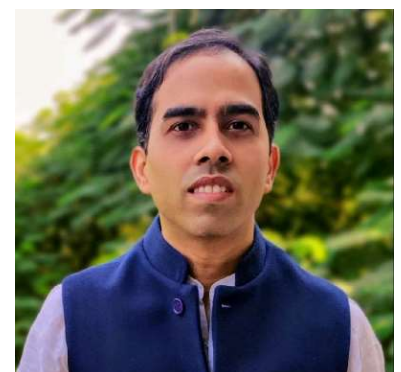
Sr. Product Manager

ATLASSIAN



Product Manager

Razorpay



Product Manager

SPINNY

100% classes in the program will be taken by Industry Product Managers



Campus Immersion

Network and Interact at the Campus of Prestigious IIT Kanpur

Gain a unique opportunity to participate in a **two-day Campus Immersion** at the picturesque campus of Indian Institute of Technology Kanpur. Build lifelong connections with your peers, participate in workshops and hackathons, & experience student life at one of the top IITs in India. Some unique features you can expect in the immersion include:

- **Networking with Peers**
- **Interaction with Faculty**
- **Product Hackathon**
- **Product Teardown Competition**

**Campus Immersion carries a nominal fee of INR 600+GST (per day), which is payable at the time of the scheduled Immersion dates. Advance notice of these dates will be provided.*

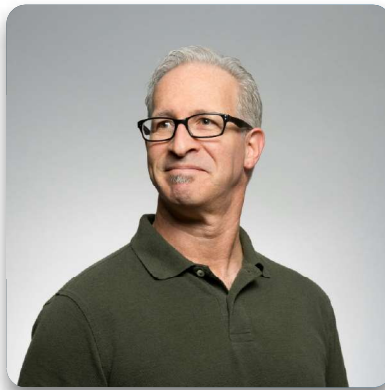


World Class Learning Experience

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



**Live Classes &
Online Interaction**



**Top Industry
Practitioners**



**Lifelong Access
to Study Material**



**Campus
Immersion**



**Peer
Learning**



**International
Summits**

Key Statistics

8 months

Comprehensive
Learning

100

Hours of Live
Classes

32

Modules

50+

Tools & Frameworks

6

Career Assistance
Sessions

Get Certified from E&ICT, IIT Kanpur



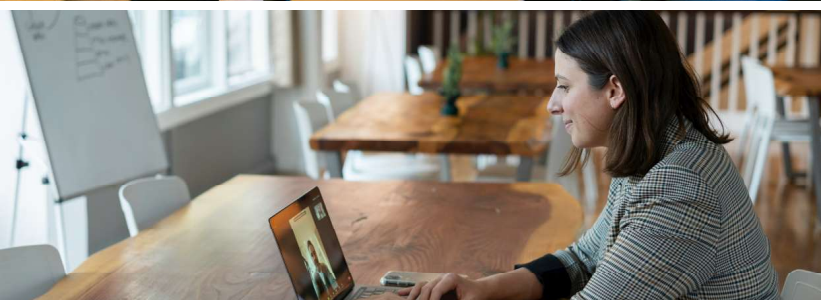
The certificate provided serves as a representation and may vary from the final certificate. Candidates will receive a digital copy of it upon program completion.

Career Support with 6 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



Simulated Mock Interviews

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



Interview Resources

Get access to 2024 Interview Resources



“ 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

Accredian's Career Services empower you to manage your career actively; they don't guarantee employment.

Admission Process

1

Submit Application Fee through IIT Kanpur Admission Link.

2

Complete remaining fee payment.

3

Receive Admission Confirmation Letter.

Application & Program Fee

Application Fee: INR 10,000

Program Fee: INR 1,80,000 + GST

Profile based Scholarships upto INR 40,000



Program Snapshot

START DATE

Tech Orientation: **28th July 2024**

Batch Inauguration: **11th Aug 2024**

CLASS TIMINGS

Sunday

10AM - 1PM IST*

DURATION

8 Months

WEEKLY SCHEDULE

Online classes on Sundays

Self practice/assignments on weekdays

ELIGIBILITY CRITERIA

Basis Candidate **Profile** and **Experience**

Education: **Graduate**

PROGRAM FEE

INR 1,80,000 Lakhs + GST

Application Fee

INR 10,000

EMI Options Available!

* E&ICT IIT-K & Accredian reserve the right to change class timings & curriculum as per faculty schedules & updates to curriculum.

Talk to your Learning Advisor

 **+91 70129 57331**



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Implementation Partner

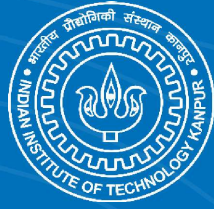
accredian
credentials that matter



admissions@accredian.com



www.accredian.com

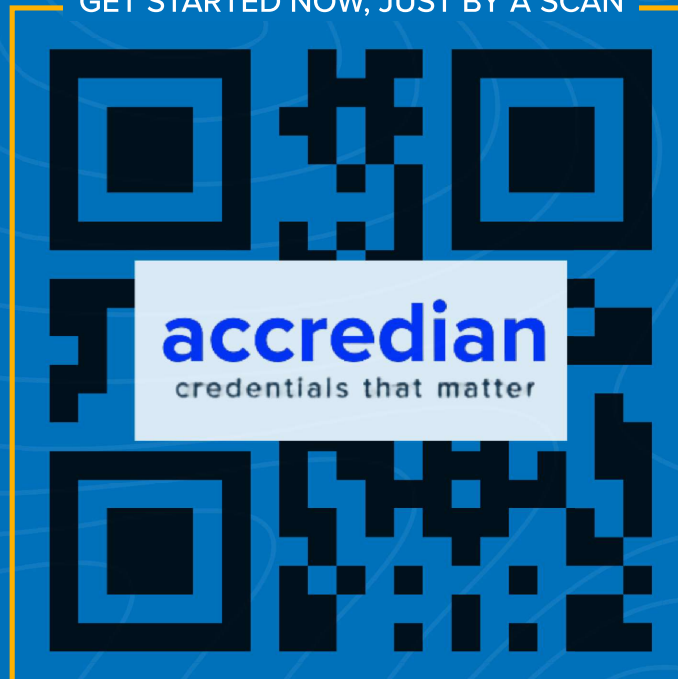


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Are you ready to unlock your Potential in Product Management?

GET STARTED NOW, JUST BY A SCAN



APPLY NOW



The World is your Campus

Experience a transformative learning journey to build world-class product mindset & skillset to succeed as a global product leader.



Invest in yourself

“

This Program will **accelerate** your career through a **transformative** learning experience. ”

Mavender Singh
CEO, Accredian
MBA, ISB