



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi

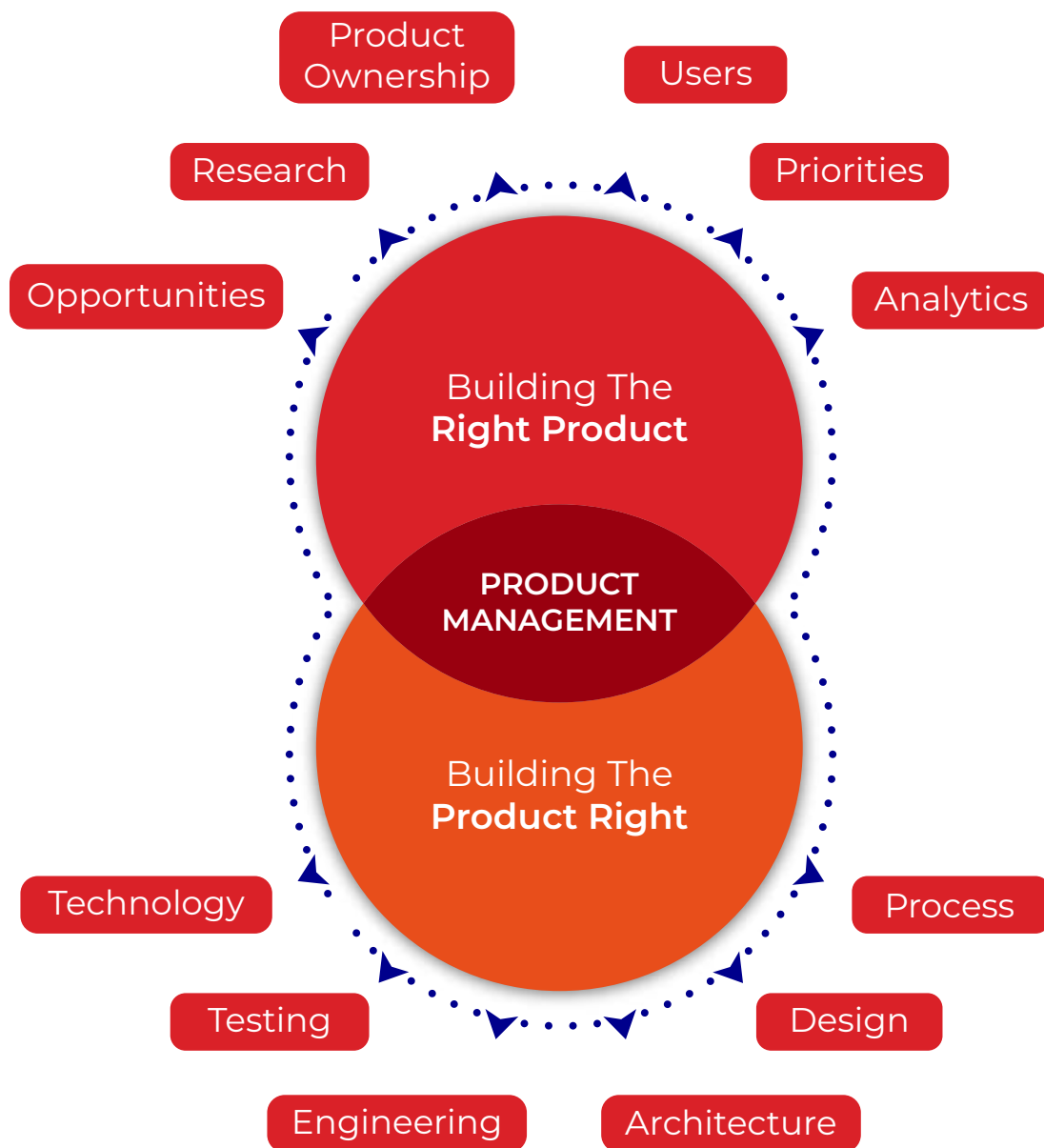


Executive Programme for **Advanced Product Management** (Batch 02)

5 Months | Starts 17th June, 2023 | Live Online Lectures

Product Management: A Critical Role

At the intersection of technology, user experience, and business objectives, Product Management is the practice of strategically guiding the development, improvement, and support of a product through its lifecycle. A thorough understanding and application of product management principles, strategies, frameworks, tools, and techniques helps deliver the perfect product experience at every stage of the user journey in alignment with strategic business goals.





Programme Highlights



A programme from DMS, IIT Delhi



DMS is ranked #4 in NIRF (2022) and IITD is ranked #3 as per QS World University Ranking 2023 in India



Hands-on experience with customer discovery



State-of-the-art prototype development processes and tools



5-month online programme for working professionals



60 Hours of online live session by IIT Delhi faculty and industry experts



IIT Delhi Continuing Education Programme (CEP) Certificate

Who Should Attend?

- Graduates willing to get into product management roles
- Entrepreneurs interested to launch product/service/platform-based startups
- Early career professionals working in product and marketing management
- Managers keen on building a robust product management capability in their organisation

Key Learnings



Learn to innovate new products from a value-driven and a customer-centric approach



Learn from the best-in-practice industry experts



Gain successful process-oriented product building capabilities



Be skilled in digital product/service/platform building



Develop a strong foundation in product deployment strategies



Build a strong foundation for Product Management roles

Programme Content

Module 1

Introduction to Product Management

Module 2:

Product, Customer, and Market Discovery

Module 3:

Product Development

Module 4:

Product Design/Thinking

Module 5:

Product Prototyping

Module 6:

Product Line Decisions, Product Design/Thinking

Module 7:

Product Design

Module 8:

Product Marketing and Launch

Module 9:

Product Engineering

Module 10:

Product Monetisation

Module 11:

Product Growth and Scaling

Module 12:

Product Leadership/Strategy

*Note: Each lecture is accompanied by a hands-on demo session. There will be a Discord channel for doubt clearance and discussion sessions during and after the programme as well.



Programme Details



Duration

- 5 Months (20 Weeks)
- 60 Hours of Learning



Delivery

Live Online Sessions delivered Direct-to-Device (D2D)



Class Schedule

Saturday: 10:00 AM to 01:30 PM



Eligibility

- Graduation in any discipline
- Internship/Project/Work experience preferred



Admission Criteria

Selection based on application review.

Evaluation

Grading will be based on total marks received by the participant.

- Assignments – 40%
- Attendance – 10%
- Project – 50%





Certification*

- Candidates who score at least 60% marks overall and have minimum attendance of 60% will receive a 'Certificate of Completion' from CEP, IIT Delhi.
- Candidates who score less than 50% marks overall and have minimum attendance of 60% will receive a 'Certificate of Participation' from CEP, IIT Delhi.
- The organising department for this programme is the Department of Management Studies.

**Only e-certificates will be issued by CEP, IIT Delhi as per the sample above.*

Programme Faculty



Dr. Biswajita Parida
Assistant Professor,
Dept. of Management
Studies,
Indian Institute of
Technology Delhi

Dr. Biswajita Parida is an Assistant Professor in Marketing at the Department of Management Studies, IIT Delhi. She is a fellow of the Indian Institute of Management Ahmedabad (IIM A). She has taught at various B-schools including XLRI Jamshedpur, IIM Sambalpur, and NMIMS Mumbai. Her research interests are in the area of Consumer Behaviour, Advertising, and Branding (Advertising scheduling and placement, Children and Advertisement, Meaning making of the brands, by the brands, and for the brands, Consumer decision making under the pressure of time, place, and company). She has presented and published her work at various national and international forums. Her teaching interests include Integrated Marketing Communication, Product and Brand Management, Evolution of Consumer Behaviour, Marketing Management, Technology and Marketing. She has run two successful CEP programmes “New Product Development and Management” and “Executive Programme for Advanced Product Management”, which received an overwhelming response from participants.

Programme Fees

Particulars	Amount (₹)
Programme Fee	1,37,000
GST@18%	24,660
Total	1,61,660

Note: All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection.



Instalment Schedule

Instalment	Date	Amount (₹)*
I	Within one-week of offer-rollout	47,000
II	10 th August, 2023	47,000
III	10 th September, 2023	43,000

*GST @18% will be charged extra in addition to the fee.

Programme Timelines

Application closure date	23 rd April, 2023
Programme start date	17 th June, 2023
Programme end date	November 2023

APPLY NOW 



भारतीय प्रौद्योगिकी संस्थान दिल्ली Indian Institute of Technology Delhi



The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, conduct its own examinations, and award its own degrees.

Since inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management, and Humanities & Social Sciences.

For more details, please visit: www.iitd.ac.in

Continuing Education Programme (CEP)

Executive education is a vital need for companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs in the technological, business, and regulatory landscape. Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD(ई-विद्या @IITD), enabling Virtual and Interactive learning for Driving Youth Advancement @IITD for Indian as well as international participants.

These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society, and individual participants at national and international levels with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management.

For more details, please visit: <http://cepqip.iitd.ac.in>



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For any feedback, please write to:
CEP, IIT Delhi at
contactcep@admin.iitd.ac.in



Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

Programme offered by Continuing Education Programme (CEP), IIT Delhi