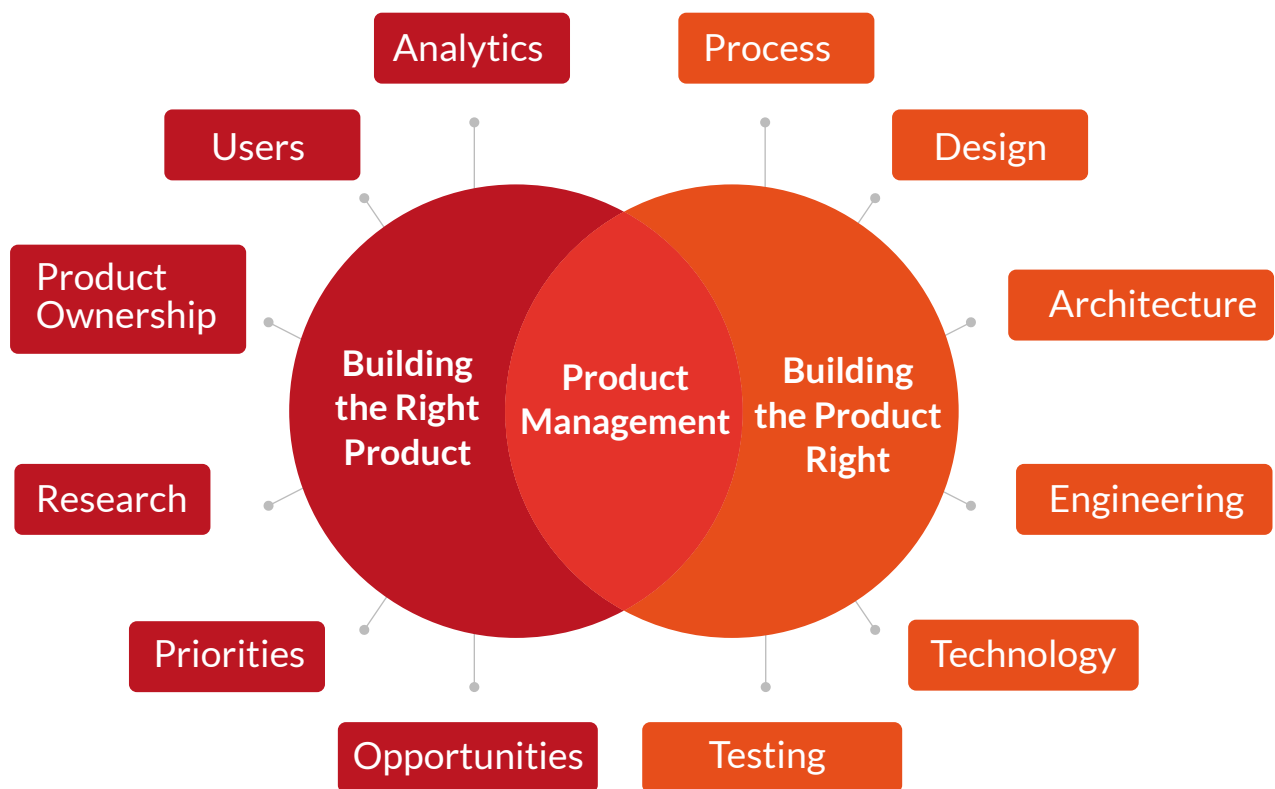


PRODUCT MANAGEMENT: A CRITICAL ROLE

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.

PRODUCT MANAGEMENT



EXECUTIVE PROGRAMME IN ADVANCED PRODUCT MANAGEMENT

Programme Highlights



A programme from DMS, IIT Delhi.
DMS is ranked #5 in NIRF (2021) & IITD is ranked #2 as per QS World University Ranking 2022 in India.



Hands-on experience with customer discovery



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



4.5-month, online programme for working professionals



48 hours of live online teaching



IIT Delhi Continuing Education Programme (CEP) Certification

Who Should Attend?

The programme is ideal for professionals working in or aspiring for a role in Product Management. Fresh graduates or final year students with Internship or Project experience, seeking a career in this growing industry can also apply.

- Current Product Management industry professionals seeking to upgrade their technical skills and enhance their management and leadership competencies.
- Professionals who are seeking high-demand job roles in a fast-growing and much-needed sector.

KEY LEARNINGS

- 01** Learn to innovate new products from a value-driven and a customer-centric approach
- 02** Learn from the best-in-practice industry experts
- 03** Gain successful process-oriented product building capabilities
- 04** Be skilled in digital product/service/platform building
- 05** Develop a strong foundation in product deployment strategies
- 06** Build a strong foundation for Product Management roles

PROGRAMME CONTENT

01 Introduction to Product Management

02 Product Strategy

03 Product Development

04 Product Design and Discovery

05 Product Line Decisions

06 Product Engineering

07 Product Marketing and Launch

08 Product Growth and Scaling

09 Product Monetisation

10 Product Leadership

PROGRAMME DETAILS

Delivery

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



Class Schedule

Saturday: 10:00 a.m. to 01:30 p.m.



Eligibility

- Graduation/Diploma in any discipline
- Internship/Project/Work experience preferred
- Those appearing for final year graduation exams can also apply



Duration

- 4.5 Months
- 48 Hours of Learning
- 3-hour Sessions



Admission Criteria

Selection based on
application review



Evaluation

- 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 IIT Delhi CEP.
- Other than the above, rest all the candidates will receive a 'Certificate of Participation' from IIT Delhi CEP.

*Only e-certificates will be issued by CEP IIT Delhi

PROGRAMME COORDINATOR'S PROFILE



BISWAJITA PARIDA

Assistant Professor,
Department of Management Studies
Indian Institute of Technology Delhi

Prof. 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 a successful CEP programme “New Product Development and Management” which received an overwhelming response from participants.

Programme Fee

Particulars	Amount (₹)
Programme Fee	1,25,000
GST@18%	22,500
Total	1,47,500

Note: All fees should be submitted in the IITD CEP Account only, and the details will be shared post-selection. The fee refund policy will be applied as determined by the CEP office.

Instalment Schedule

	Instalment I	Instalment II	Instalment III
Date	To be paid within 7 days of offer rollout	5 th October, 2022	5 th November, 2022
Amount (₹)	60,000	45,000	20,000

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

All invoicing and payment terms, infrastructure, delivery services, and other terms shall be governed as per the agreement/programme description sheet.

Programme Timelines

Last date to apply	30 th June, 2022
Shortlisted candidates will be informed by	5 th July, 2022
Last date to submit the fee	Within 7 days of Offer Letter
Programme start date	20 th August, 2022
Programme end date	17 th December, 2022

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.

The Department of Management Studies is a result of the evolutionary process of constantly responding to a felt need of the Indian Industry and derives satisfaction from its heavy field orientation in all its curriculum activity. Its programmes are designed keeping in mind the changes in the business environment and are comparable to world-class business school programmes aimed at creating holistic managers to face the challenges of an ever-evolving market ecosystem.

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

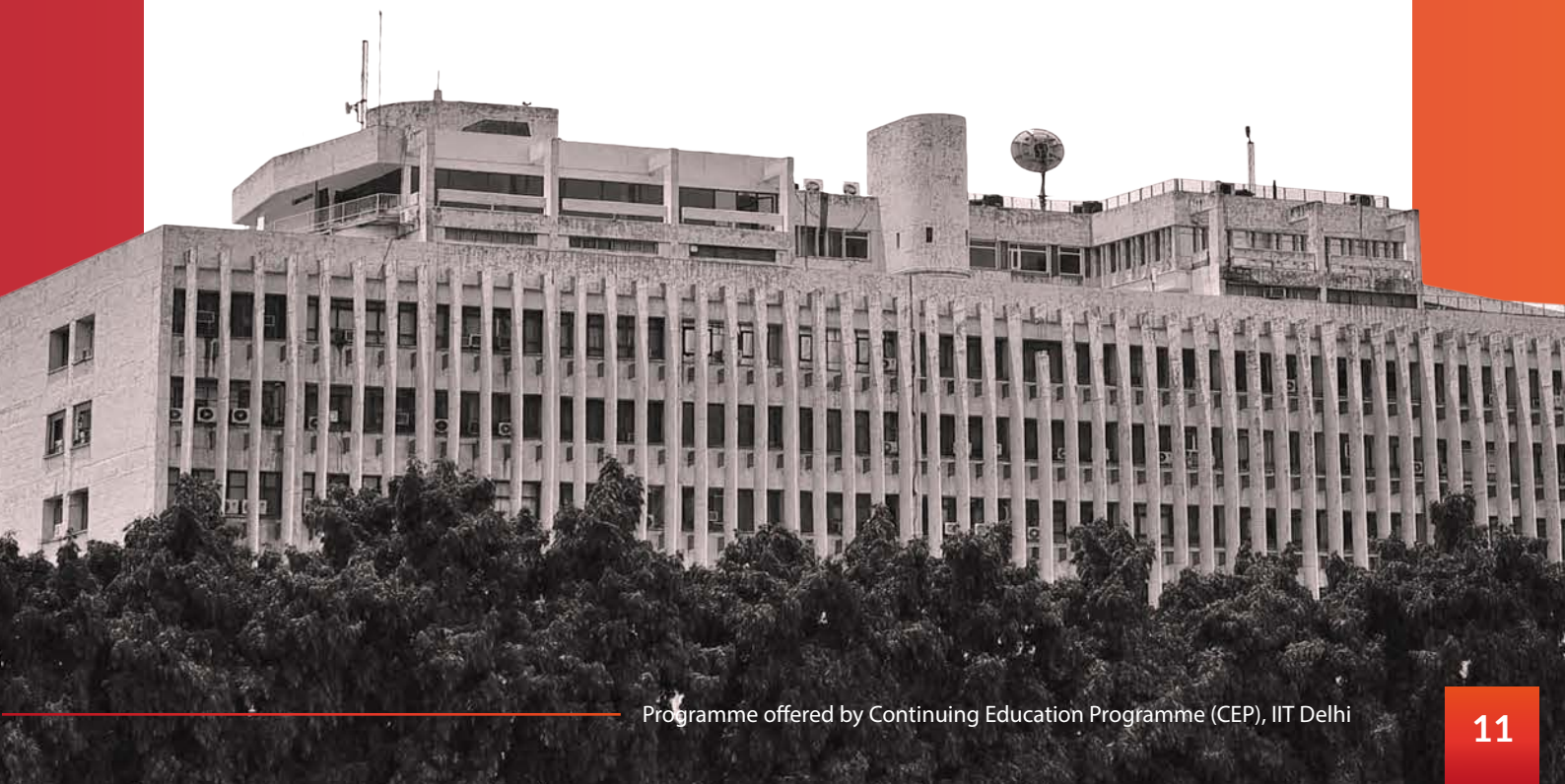


CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the 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 & 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>



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

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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.