



भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



Executive Programme for Tech Product Management (Batch 02)

5 Months | Starts 19th October, 2024 | Live Online Lectures

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

Rising Significance of Tech Product Management

Every winning team has a tech person who provides the team with the necessary tech know-how. Whether it's Livingston Dell from Ocean's Eleven or Tej Parker from the Fast and Furious movie series, these tech guys were always essential to their team's success. The same holds true in a professional setting. For instance, Sunder Pichai, Satya Nadella, Susan Wojcicki, etc., were all product managers with strong tech know-how and diverse capabilities that paved their way to lead some of the world's most influential companies.

An expert who focuses primarily on a product's technical aspects – that is, those requiring technological know-how – is known as a technical product manager. They frequently possess both a formal education and a great deal of practical expertise in technical fields like engineering, data science, or software. Their specialised technical knowledge and product management abilities allow them to comprehend the technical nuances, evaluate the appropriateness of tech specifications, and contribute to the development of products.

In the fast-evolving landscape of technology, the role of a Tech Product Manager or Executive has become increasingly critical. To meet the demands of this dynamic field one needs to equip themselves with:



Strategic insights



Cutting-edge methodologies



Learn intricate intersection of technology, business, and innovation

Tech Product Management Stats at a Glance

Tech industry has experienced unprecedented growth, with a Compound Annual Growth Rate (CAGR) of 15%.

01

Source: nasscom.in

The Indian consumer tech market will grow three times to \$300 billion by 2027

02

Source: Economic Times

Tech Product Management is among the top-most in-demand jobs

03

Source: Economic Times

40% increase in job openings for Tech Product Managers in the last two years

04

Tech Product Management is expected to witness a 10% increase in the number of relevant jobs between 2021 and 2031

05

Source: builtin.com

Source: webinarcare.com

The surge reflects industry's recognition of the pivotal role these professionals play in product development and innovation. As the digital landscape continues to evolve, the **Executive Programme for Tech Product Management offered by IIT Delhi** stands as a beacon for professionals seeking to thrive in the dynamic world of tech product management. The statistics presented here tell a compelling story of success, growth, and the programme's ability to empower individuals to become strategic leaders in the tech industry.

Executive Programme for Tech Product Management

Programme Overview:

IIT Delhi's Executive Programme for Tech Product Management aims to equip learners with the expertise to conceptualize, develop, launch, and manage tech products effectively. This programme focuses on strategic decision-making and effective collaboration with cross-functional teams in the tech industry. Featuring experiential and hands-on learning, the course is taught by IIT Delhi's top faculty and industry experts with diverse backgrounds in technology, management, and start-ups. Ideal for graduates aspiring to Tech PM roles, entrepreneurs, early career professionals, and managers, the programme builds robust tech product management capabilities for diverse career paths.

Programme Highlights



Master latest industry-relevant tools



Optional one-day thorough campus immersion



60 hours of live online lectures by esteemed IIT Delhi faculty and Industry Experts



Engaging gamified learning methods



Hands-on learning experience



Unique capstone project model
- Build Your Own Product (BYOP)



Application of AI in product development and management



Networking opportunities with industry leaders

Ideal candidates for the programme

Ideal for aspiring tech product managers, startup founders, early career product & marketing professionals, and managers seeking to boost their organization's tech capabilities. Whether you're starting out or levelling up, this Programme delivers valuable insights to achieve your tech industry goals.

Learning Outcomes



Define and deliver strategic product roadmaps that drive business results



Design and develop products that meet market needs and delight users



Optimise product lifecycles from concept to launch and beyond



Data-drive feature development and validation using web analytics



Craft effective go-to-market strategies and product marketing plans



Conduct actionable business reviews that inform product decisions

Programme Curriculum

Module 1: Introduction to Tech Product Management

- What are digital products and tech products?
- Various industries in which these are used – IoT, apps, product, and service
- Platform – Layers of product.
- What is a product?
- Product management – Skills required, hierarchy, and job description
- Types of PM across industry

Learning Outcome:

- Understand career landscape from a Tech Product Management perspective.

Module 2: Product Ideation

- Pain point -> Reason -> Need -> Solution -> Benefit
- How to arrive at product from solution (Miro)
- Market map
- Market sizing
- SWOT

Learning Outcome:

- Framework/Approaches when building a new product.

Module 3: Product Strategy

- Product lines and product portfolio
- Entry strategy – TG
- Form of delivery
- What else you need to aid the product Differentiation / USP – differentiated features, better pricing, efficient way of doing the same/routine thing

Programme Curriculum

Learning Outcome:

- Understanding stakeholders' needs, wants to suit different forms of delivery
- To develop a connected ecosystem of tech products to power the entire business
- To define high level features of tech products

Module 4: Product Roadmap

- Phases of the product – Minimum Viable Product (MVP) and beyond
- Quick and dirty iterations or more matured Minimum Marketable Product (MMP)
- Writing user stories
- Coming up with style guide for your product (Figma)

Learning Outcome:

- To understand prioritisation, planning, sequencing, resource allocation/requirements, build timelines, cost-benefit analysis.

Module 5: Product Design and Discovery

- Doing the UX research
- UX designs (wireframes)
- UI design

Learning Outcome:

- Understand visual aspects, front-end of tech products.

Programme Curriculum

Module 6: Product Development

- Creating technical tasks (engg. manager)
- Writing test cases
- Execution – Agile method; Scrum / Kanban process (JIRA, Asana).
- Development environments – Development, staging, production, build, quality assessment, and release
- Integrating third-party applications
- Reading API documentation

Learning Outcome:

- Understand development, execution, timeline adherence, sprint management, team management, and fixing delay.
- To understand tech development and deployment pipeline, and processes.

Module 7: Product Marketing

- Marketing automation tools - Webengage

Learning Outcome:

- To understand how to promote and market tech products, customer engagement, branding, positioning.

Module 8: Capturing Data

- Defining what user data we need to capture
- Web analytics setup and usage
- Tools - Google Analytics, Mixpanel, etc.

Learning Outcome:

- To decide what types of data to be captured and knowhow of web analytics tools to be used for the same purpose.

Programme Curriculum

Module 9: Product Analytics

- Using the database to fetch the desired data and doing analysis (SQL)

Learning Outcome:

- To analyse the captured data.

Module 10: Product Tracking

- Reporting the success KPIs and other input/output KPIs; lead/lag KPIs

Learning Outcome:

- To gauge product performances, alignment with business goals.

Module 11: Product Staging

- How to evaluate the product market fit?
- Pivoting the product/business

Learning Outcome:

- To understand product revamp.

Module 12: Advanced Features

- Recommendation for cross-selling/up-selling
- Search bar recommendation
- Chatbot efficiency building

Learning Outcome:

- To understand how to bring efficiency and data intelligence to optimise product performance.

Module 13: Peripheral Products in Any Organisation

- Customer grievances redressal system automation
- Digital platforms/apps business review

Programme Curriculum

Learning Outcome:

- Understand non-core functions to support tech product operation, building product approaches to support functions around core offerings

Capstone Project

- Bring your own product (BYOP)

Learning Outcome:

- Apply the in-class learning in real world, to solve associated problems and address challenges while building a tech product from scratch

Excel at tools like:



Job Roles

Below are the job roles you can explore in this field:

Technical Product Manager

A Technical Product Manager (TPM) oversees the development and delivery of technical products, ensuring they meet market needs and business goals. They bridge the gap between engineering and product teams, translating technical capabilities into user-friendly features. TPMs often have a strong technical background and work closely with engineers to prioritise features, manage the product lifecycle, and solve technical challenges.

Product Marketer

A Product Marketer is responsible for developing and executing marketing strategies to promote a product. They understand the target audience, create compelling messaging, and coordinate with sales teams to drive product adoption and growth. Product Marketers analyse market trends, conduct competitive analysis, and use customer insights to position the product effectively in the market.

Business Analyst

A Business Analyst (BA) analyses business processes, systems, and data to help organisations improve efficiency and achieve strategic goals. They gather requirements, create documentation, and work with stakeholders to identify needs and solutions. BAs often facilitate communication between business units and technical teams, ensuring that solutions align with business objectives.





Product Analytics Manager

A Product Analytics Manager oversees the collection and analysis of data related to product performance and user behaviour. They provide insights that inform product development and strategy, helping teams understand how users interact with the product. This role involves using various analytical tools and techniques to track key performance indicators (KPIs) and support data-driven decision-making.

Product Analytics Manager

A Product Owner is responsible for defining the vision and direction of a product, managing the product backlog, and ensuring the development team delivers value to customers. They work closely with stakeholders to prioritise features and make decisions about product scope and functionality. Product Owners are pivotal in agile development environments, ensuring that the team stays focused on delivering high-priority items that align with business goals.

Career Support

 Personal Branding	<ul style="list-style-type: none">• Introduction to networking platforms• Profile creation on professional networking platforms like LinkedIn, Lunchclub, etc.• LinkedIn Profile Review• How to create personal brand presence on LinkedIn?• How to increase post engagement on LinkedIn?• Active networking
 Business Communication	<ul style="list-style-type: none">• Role and importance of effective communication as a leader• Mastering the art of delivering constructive feedback for cultivating successful team dynamics.• Importance of non-verbal communication• Key elements of executive body language
 Job Search Strategy	<ul style="list-style-type: none">• Resume Creation• Importance of creating ATS friendly executive resume• Executive resume sections and structure• Tailoring resumes for different roles and industries• Write a powerful resume that stands out from the competition• Resume Review - Peer to peer review and Q&A
 Interview Preparation	<p>Pre-interview Etiquettes</p> <ul style="list-style-type: none">• Learn about top-down approach for interviews• Pre-interview tips and tricks <p>In-interview Etiquettes</p> <ul style="list-style-type: none">• Create a self-elevator pitch• Understanding interviewer mindset• Interview grooming sessions and tips and tricks for interview <p>Post-interview Etiquettes</p> <ul style="list-style-type: none">• Reflecting on interview experience and incorporating the feedback• Relationship building with the recruiter• Learn how to follow up on your job application

Note: Career support facility is offered by TimesPro. IIT Delhi is not responsible for the same.

Programme Details



Eligibility

- Graduates or Postgraduates in Science, Engineering, Business or any related disciplines



Duration

- 5 Months
- 60 Hours of Live online sessions
- 100 Hours Self-paced
- 40 Hours - Capstone Project



Delivery

Live Online Sessions delivered
Direct to Device (D2D)



Campus Immersion

One-day of campus immersion
at the end of the programme
(optional for the learners to attend)



Class Schedule

Saturday 10 a.m. - 1:30 p.m.



Admission Criteria

Selection based on application review



Assessment & Evaluation

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



Certification*

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



**Only e-certificates will be issued by CEP, IIT Delhi for this programme.*

Programme Coordinator



DR. BISWAJITA PARIDA

Assistant Professor

Department of Management Studies,
Indian Institute of Technology Delhi

Dr. Biswajita Parida is an Assistant Professor in Marketing at the Department of Management Studies at 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 Product Management, Brand Management, Consumer Behaviour, and Advertising. 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 successful CEP programmes like “New Product Development and Management” and “Executive Programme for Advanced Product Management” which received overwhelming response from participants. She is a recipient of “Teaching Excellence” award at IIT Delhi.

Website: <https://www.biswajitaparida.com/>

Programme Fee

Particulars	Amount (₹)
Programme Fees	1,69,000
GST @ 18%	30,420
Total Fees	1,99,420

Note:

- All fees should be submitted in the IITD CEP account only, and the details will be shared post-selection.
- The receipt will be issued by the IIT Delhi CEP account for your records.
- Easy EMI options available.
- Loan and EMI Options are services offered by TimesPro. IIT Delhi is not responsible for the same

Withdrawal & Refund from Programme

- Candidates can withdraw within 15 days from the programme start date. A total of 80% of the total fee received will be refunded. However, the applicable tax amount paid will not be refunded on the paid amount.
- Candidates withdrawing after 15 days from the start of the programme session will not be eligible for any refund.
- If you wish to withdraw from the programme, you must email cepaccounts@admin.iitd.ac.in and icare@timespro.com, stating your intent to withdraw. The refund, if applicable, will be processed within 30 working days from the date of receiving the withdrawal request.

Instalment Schedule

Instalment	Instalment Date	Amount (₹)**
Registration Fee*	To be paid at the time of registration	10,000
I	Within one-week of offer-rollout	59,000
II	12 th November, 2024	50,000
III	27 th December, 2024	50,000

Note:

- *Registration fee of ₹10,000 will be charged for processing the selected applications only, post confirmation email from the institute. The registration fee is also part of the total programme fee.
- An offer letter from CEP, IIT Delhi will be released post the successful receipt of the Registration Fee.
- **GST@ 18% will be charged extra in addition to the fee

Programme Timelines

Application Closure Date	18 th October, 2024
Programme Start Date	19 th October, 2024
Programme End Date	March 2025

APPLY NOW 



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A Legacy of Innovation and Excellence

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 the College of Engineering in 1961, the Institute was later declared 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 its 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>

5th

in NIRF Ranking 2023
(Department of
Management Studies)

2nd

in QS at World University
Rankings 2024 in India

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

1800-120-2020
admissions@timespro.com
www.timespro.com



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