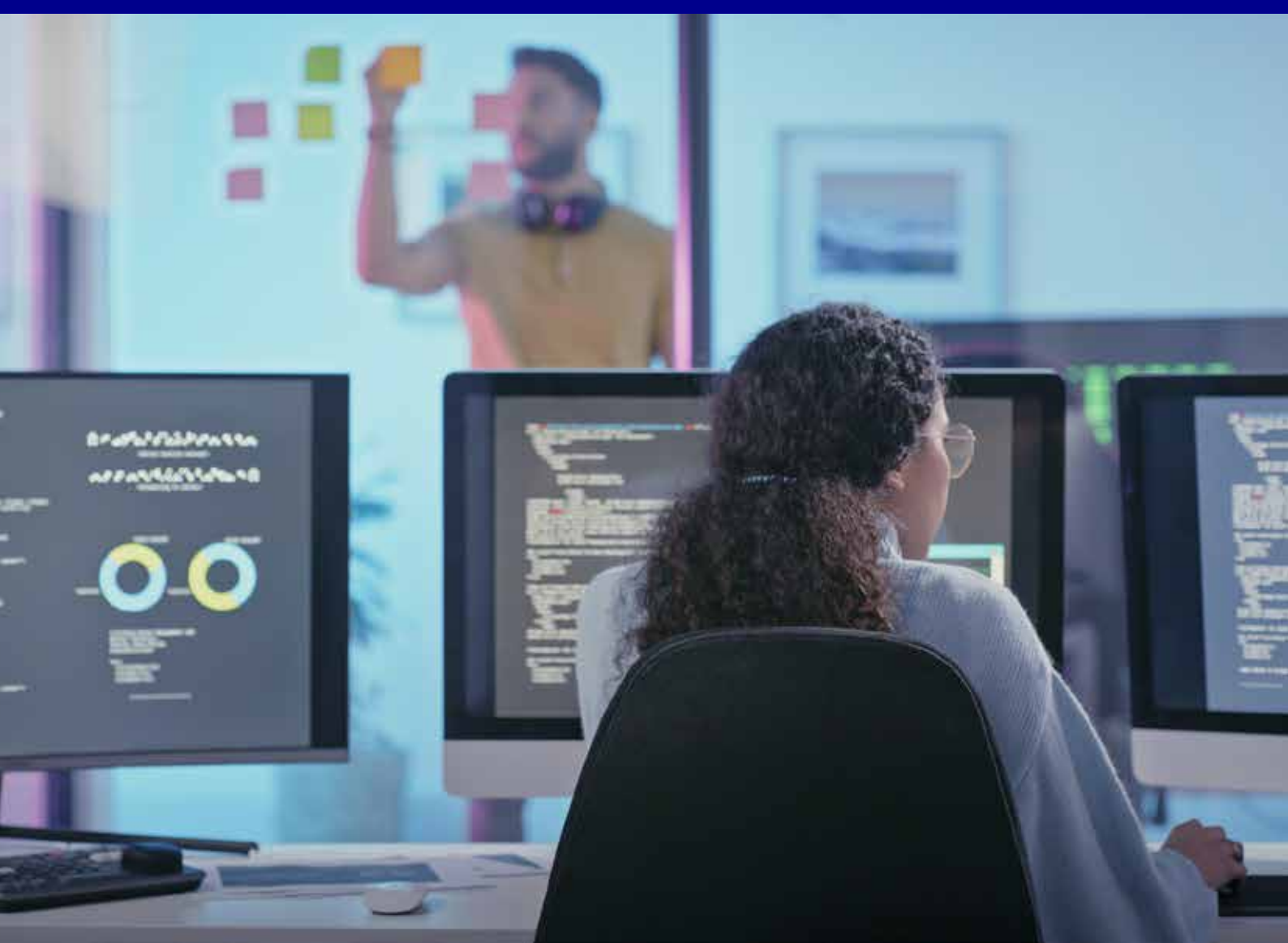




भारतीय प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi



Executive Programme for Tech Product Management

5 Months | Starts 30th March, 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 Highlights



A programme from DMS, IIT Delhi. DMS is ranked #5 in NIRF (2023) & IIT Delhi is ranked 2nd in QS World University Rankings 2024 in India



5 months of immersive online lectures



1-day campus immersion (optional)



Taught by renowned IIT Delhi faculty



E-certificate issued by CEP, IIT Delhi



60 hours of live online sessions



Learn tools like Asana, Figma, Notion, Miro, SQL

Roles and Career Paths in Tech Product Management

• Technical Product Manager

• Product Marketer

• Business Analyst

• Product Analytics Manager

• Product Owner

Who Should Attend?

- Aspiring tech product managers, mid-career professionals, startup founders, and experienced traditional product managers seeking an entry into the tech industry
- IT project managers, tech business analysts, software professionals seeking to broaden their skill set or career advancement into management roles

Learning Outcomes.



Understand the core principles, methodologies, and best practices of tech product management



Develop tech product strategies and roadmaps that align with business goals, market trends, and user needs



Effectively manage tech product design, development, staging, production, and deployment cycles



Learn feature discovery, feature need analysis, and validate through data captured via web analytics tools



Learn tech product marketing – how to market your product and its features



Learn how to do efficient business review

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 and efficient way of doing the same/routine things
- Defining success metrics (KPIs)

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

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

Programme Curriculum

Capstone Project

- Capstone project will run parallel to the modules.

Learning Outcome:

- To understand non-core functions to support tech product operation, building product approaches to support functions around core offerings.

One hour of doubt clarification and project mentoring session will be conducted (on-demand), after each class.

Tools



Assignments/Case-studies/Projects/etc.

- Google, Amazon, Meta, Netflix, Microsoft etc
- Candidates will engage in the identification of interesting contemporary organizations/ new age start-ups offering digital/software product(s)/platform(s), competition analysis for its flagship product/platform/product of choice in their portfolio, feature update/addition/modification, version update, product extension by taking into account user feedback/pain points, and presentation of the feasibility of the suggested improvement, and business viability.

Programme Details



Eligibility

- Graduates and Diploma holders, preferably with Internship/Project/Work Experience



Duration

5 Months

- 60 hours of live online sessions - 3 hours/week
- 40 hours self-paced
- 4-6 hours of campus immersion
- 40 Hours of capstone project



Delivery

Live Online Sessions delivered
Direct to Device (D2D)



Campus Immersion

One-day campus immersion at the
end of the programme (optional).



Class Schedule

Saturday: 10:00 am - 01:30 pm
(extended till 02:30 p.m. in case of
mentoring session)



Pedagogy

Every class deals with theory and
practical applications, case studies,
examples, and hands-on experience.

- 60% theory
- 40% Practical



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 70%, will receive a 'Certificate of Completion' from CEP, IIT Delhi.
- Candidates who score less than 60% marks overall and have a minimum attendance of 70%, will receive a 'Certificate of Participation' from CEP, IIT Delhi.
- 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	1,60,000
GST @18%	28,800
Total Fees	1,88,800

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

Note:

- 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 (₹)*
I	Within one-week of offer-rollout	64,000
II	15 th May, 2024	48,000
III	15 th June, 2024	48,000

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

Programme Timelines

Application Closure Date	18 th January 2024
Programme Start Date	30 th March, 2024
Programme End Date	30 th September 2024

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 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 Outlook ICARE Rankings
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