



In Collaboration With

भारतीय प्रबंध संस्थान इंदौर
Indian Institute of Management Indore



Postgraduate Certificate Program in **Product Management**

Table of contents

- ▶ A Holistic Approach to Product Management in the Post-Pandemic World
- ▶ Postgraduate Certificate Program in Product Management - To Build Futuristic Products
- ▶ The Curriculum
- ▶ Learning Outcomes
- ▶ What Makes PGCP in Product Management Unique?
- ▶ BYOP: Bring Your Own Product
- ▶ The Faculty
- ▶ The 5 Step Admission Process
- ▶ About Jigsaw Academy
- ▶ About Indian Institute of Management, Indore
- ▶ How to Apply?

A Holistic Approach to Product Management in the Post-Pandemic World

As the COVID-19 pandemic engulfs the entire world, we become certain of one thing - every organization and **every product is vulnerable to sudden changes and requires re-adjustments to survive.** While some organizations adapted and adjusted faster to this shift, by keeping their product and customers as the main focus, many unfortunately succumbed to the blow.

The current situation also puts the role and importance of product management in the spotlight.

Regardless of the kind of change, a product that is flexible and easily adapts is the one that survives. For that, the expertise of Product Managers comes into the picture.



20,000+ - active jobs available for Product Managers on job portals like Glassdoor, Indeed, Naukri, etc.



40,000 - the number of Product Managers in India will be double as compared to 2015 in 2020.



INR 5 LPA to INR 14 LPA - the average salary bandwidth for Product Management salary roles, depending on the years of experience.

Grab Various Opportunities in this Ever-Growing Industry as a:



Associate
Product Manager



Senior
Product Manager



IT
Product Manager



R&D
Manager



Product Analyst
& Consultant



Product
Marketing Manager



Product
Designer



Product Owner
& Category Head

Postgraduate Certificate Program in Product Management - To Build Futuristic Products

According to NASSCOM, India is now the fourth-largest base for new businesses in the world, with over 3,100 tech start-ups and the number is set to touch 11,500 by 2020. Our PGCP in Product Management, an **online live instructor-led program by IIM Indore & Jigsaw Academy**, prepares learners to develop holistic skills, enabling them to design and develop future-centric products.

The program comes with access to live mentoring sessions by IIM-I professors and Jigsaw Academy faculty, interactive case studies sessions, concept development presentations, and tech-talks by industry experts from Fortune 500 companies.

Key Features of the Program:



Program delivered and certified by India's Best- IIM Indore & Jigsaw Academy



180 hours of Instructor-Led concept development and mentorship with Industry Experts



BYOP: Bring Your Own Product - develop your idea into a product and take it through the Product Development Life Cycle



Interactive discussions on HBR Case Studies taken from real-world scenarios



3 Days (24 Hours) on-campus at IIM Indore at the end of the program



FREE Product Management Personality Assessment & Report as part of the Application Process



Interact with Product Experts from Fortune 500 Companies



FREE 'Data-Smart' certification included

The Curriculum

Postgraduate Certificate Program in Product Management, an intensive online 6-months course has been developed by industry experts and professors from IIM-Indore, who

have worked on various projects with various clients across different industries, delivering the best products for 20 years.

Detailed Course Structure

1. Introduction to Product Management

- ▶ Introduction to the 5i Framework™
- ▶ Exemplar Products
- ▶ Basics of Consumer Research

3. Product Ideation and Validation

- ▶ Creativity and Innovation
- ▶ Idea Generation and Validation
- ▶ Concept Generation and Testing

5. GTM Strategies

- ▶ GTM 101 Principles
- ▶ Product Positioning
- ▶ Brand Strategy

7. Product Pricing Strategies

- ▶ Product Costing and Pricing
- ▶ Pricing Strategy
- ▶ Pricing Models

9. Product Distribution and Support

- ▶ Product Servicing Strategies
- ▶ Obsolescence Management

2. Introduction to Market Analysis

- ▶ Segmentation
- ▶ Target Market Selection
- ▶ Business Model Canvas

4. Customer-Centric Product Design

- ▶ Buyer Personas
- ▶ User Personas
- ▶ UX – Design and Interaction

6. Product Engineering Fundamentals

- ▶ Product Engineering Strategy
- ▶ Prototype Development
- ▶ Testing and Validation

8. Sales Strategies

- ▶ Lead Generation
- ▶ Customer Acquisition
- ▶ Customer Retention

Learning Outcomes



Understand the **role of a Product Manager and their deliverables**



Understand the **life cycle of a product**



Learn in detail the various **phases of Product Development**



Learn to **identify white spaces into which a new product can be positioned**



Understand the role that various functions like **R&D, Engineering, Manufacturing, Sales, Marketing, and Finance play in releasing a new product into the market**



Build skills on facets of Product Management related to **Product Specification, Realisation, Marketing, Sales, and Manufacturing, amongst others**



Understand the **basics of Product Costing and Pricing**



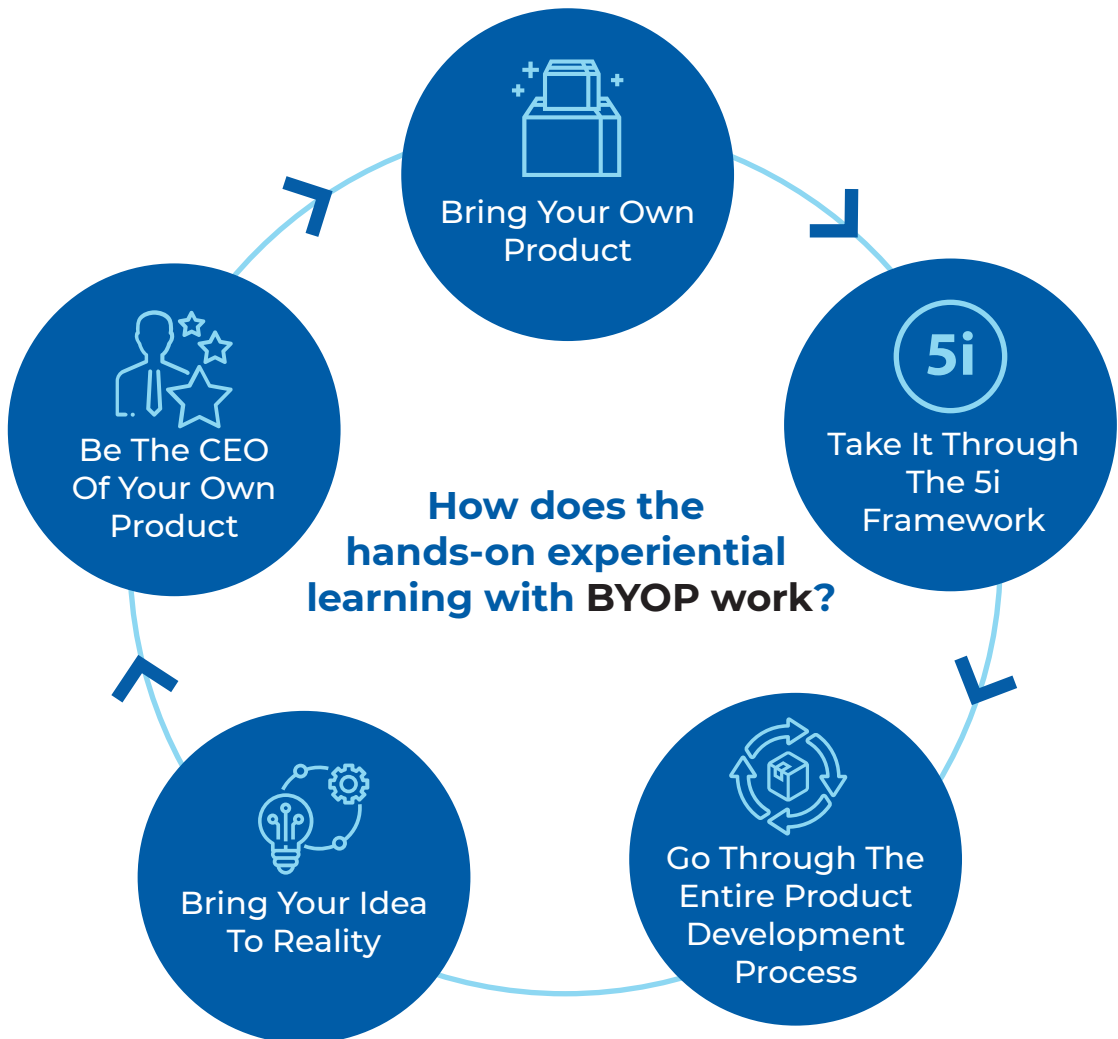
What Makes PGCP in Product Management Unique?

- ▶ Program **co-delivered by IIM- Indore Professors & Jigsaw Academy experts**
- ▶ The only program in the country with **Bring Your Own Product (BYOP)**
- ▶ **10+ Case Studies** - Local but Global Case Studies
- ▶ **Project Evaluation** by Industry Experts for its business feasibility & marketability
- ▶ **Batch Immersion** at the end of the program for peer-to-peer learning & project presentation



Why is BYOP: Bring Your Own Product unique?

- ▶ Bring Your Own Product personalizes the application of the learnings from the curriculum for each learner.
 - To achieve this, each learner will work on their individual 'Product idea' that they bring to the table or
 - Choose a Product idea from the available sample options provided
- ▶ This curriculum, that conforms to the 5i Framework, will help the learner go through all the different stages of the product's lifecycle through BYOP.



For those learners who may not have a product idea ready will be provided with one that belongs to any one of the following types:

 <p>Software Products</p>	 <p>Consumer Devices</p>	 <p>Service as a Product</p>
E-Learning platform for K12 educationi	Smartphone for the rural market	Home Alone
New age email client for work	Dumb-to-Smart	The Granny
State-level hospital information system	The room projector	Tuition Master
Accounting SW for SME sector,	Smartphone for Senior citizens	Off-Grid Power
Working-at-a-distance	E-Free Kook	The Step-child
Personal E-Learning Platform	Natural Language Translator	The Roof-Top Maali
Elders-at-a-distance	The ultrasonic vessel cleaner	The ultrasonic vessel cleaner
From Farm-to-Fridge	The Sanitizer	The rented car that's your own
Personal Finances Tracker and Planner	The Universal Remote	The Online-Persona
Mall Maintenance	The Entertainer	Man-Friday
Smart Photo Editing Software for common user		Health Buddy for weight loss
A new mobile phone OS		

Note: As mentioned earlier, you can bring your own product idea. However, we will help you with projects too. Sharing a few examples from each category.

Industry Experts & Faculty



Ruchi Tandon
L&D Consultant

Ruchi has over 20+ years of experience in Engineering, Technology, Product Management, and Program Management. She is an accomplished SW professional with a brilliant mix of Technology, SW Engineering, and Product Management experience in top MNCs like Amazon, Microsoft, Samsung, and IBM.



Ravikiran A
Founder & CEO, Numocity Technologies

An IIM Bangalore alumnus, Ravikiran has 25+ years of experience as a Business Leader and Entrepreneur and has worked with clients across various domains. He is currently a Global Board Member and Vice President of Membership and Marketing for the IEEE Technology & Engineering Management Society.



Muralidhar Koteswar
IndiaMD – MentorCloud, Director Onya Digital

Muralidhar has 30+ years of experience in technical, entrepreneurial, coaching, mentoring, education & training space. He has previously led the development of products in HPC, Automotive, Office Automation, eCommerce, Mobility and consulting assignments in Product Engineering, UX in Transportation, Healthcare, Education, and more.



Dr. Bakthavathsalu Mannan
Consultant, Intellectual Property

Dr. Bakthavathsalu has spent 40+ years in various domains, such as R&D, Business, Technology, and Academics. He has hands-on experience in all types of prior art searches, patent drafting and prosecution at patent offices for getting granted patents. He also has experience in the areas of image and video processing, machine learning, analog and digital communication systems, and mentoring teams of technologists and scientists in the fields of Research and Intellectual Property.



Vijai Simha
Founder & Director, NeoCortex Networks Pvt. Ltd.

Vijai is a passionate technology professional with expertise in the Internet of Things (IoT), Embedded Systems, DSP, and Communication Software Development. An alumnus of IIM Bangalore, Vijai has previously worked **with Sasken Communication Technologies**, and has over 22+ years of experience in building, managing, and sustaining high-performance teams in areas that need extraordinary technical competence.



Ravi Ramaswamy

Sr. Director & Head - Health Systems, Philips Innovation Campus

Ravi Ramaswamy has extensive experience of 35+ years in various domains. He has worked for 6+ years in R&D, 6+ years in Finance, Strategic Planning & Project Management, 8+ years in Product Management & 12 years as a Business Head. He has previously worked with top MNCs like **L&T Infotech and GE Healthcare**. His areas of expertise span across Centre Management, Business Management & P/L Ownership, Software/Product Lifecycle Management, Mergers, Acquisitions & Integration, Finance, Strategic Planning, Global Multi-site Program Management, technology transfers & building sizeable high performing teams.



Dr. D. L. Sunder

Professor of Strategic Management and Entrepreneurship, IIM Indore

Dr. D. L. Sunder is presently the Dean (Planning & Development) and has earlier held various positions like Chair – Research & Publications, Chair – Case Center, Chair – Strategic Management Area at IIM Indore. He has over 30 years of Industrial, Teaching, and Consulting experience. He worked in various organizations like **HMT Ltd., Indian Carburettors Ltd.,** etc., before moving to academics.



Prof. Abhishek Mishra

Professor of Marketing , IIM Indore

Prof. Abhishek is a faculty of Marketing at IIM Indore, and has done his FPM from IIM Lucknow. His doctoral thesis dealt with the topic 'Effect of Product Design Perception on Brand Equity'. He has 6 years of corporate experience as a management and research consultant post his MBA. His teaching interests include New Product Development, Product Management, Brand Management and Advanced Research Methods.



Ashish Gupta

Head of Programs, Manipal Global Education Services & Jigsaw Academy

Ashish is an IoT leader with expertise in Product Lifecycle Management, hardware-software co-design, and systems design. He has previously worked with leading organizations like Intel **Corporation and Soliton Technologies**, and has an extensive experience of 14+ years in the semiconductor and consumer electronics industry, as well as tech product startups that build smart and connected computing devices.



Bhaskaran Srinivasan

Founder, Business Zenz; Academic Director; Manipal Global Education Services

Bhaskaran Srinivasan oversees the academic initiatives, design, and delivery of programs at MaGE. He is also a Strategy Advisor for product startups, a certified EFQM, and CMM assessor, as well as an accredited CEO Coach, Coaching Foundation of India. He has previously headed top MNCs like **Robert Bosch India, Philips Innovation Campus, and Philips Electronics India Ltd.**



Dr. Vikas Goyal

Associate Professor of Marketing, IIM Indore

Dr. Vikas Goyal received his Ph.D. in Marketing from Indian Institute of Management (IIM Calcutta, 2012). He holds B.Tech from Indian Institute of Technology. Prior to joining IIM Indore as faculty, he has had brief corporate experience with **CRISIL Ltd.** in their Global Research & Analytics (GRA) services and **Reliance Industries Ltd.** in their construction business.



Dr. Jayasimha K.R

Professor of Marketing, IIM Indore

Dr. Jayasimha has over two decades of teaching, training, and research experience. He is a recipient of the 'Best Teacher Award' at IIM Indore and 'Prof Marti Subrahmanyam Award' along with Dr. Rajeev Verma for their joint research on Service Innovation. He has attended the Global Colloquium on Participant Centric Learning (Glocoll) at the Harvard Business School (HBS), Boston, MA.



Subin Sudhir

Associate Professor of Marketing, IIM Indore

Subin teaches a mix of core and elective marketing courses in executive and regular programs at IIM Indore. These courses include Marketing Management, Retail Management, Digital Marketing, Social Media, and Consumer-Driven Marketing, Customer Relationship Management, etc. His research into electronic- Word of Mouth, and its applications in Social Media and e-commerce, have been published in leading academic journals.



Prof. Sanjeev Tripathi

Professor of Behavioural Research, IIM Indore

Prof. Sanjeev Tripathi works in the domain of behavioral research and investigates problems in the domain of behavioral pricing, branding, and numeral cognition. His work had been published in the leading international journals, including the Journal of Consumer Psychology. To date, he has written over 30 cases that are included in the case repositories at Ivey Publishing, Harvard Business Publishing, IIM Ahmedabad and IIM Indore. He has conducted Executive Education Programmes for clients such as PepsiCo, Tata AIA, Ambuja and many others.



Dr. Sabita Mahapatra
Faculty of Marketing, IIM Indore

Dr. Sabita Mahapatra's area of interest includes Consumer Psychology, Customer Management, Online Consumer Behaviour, Consumer Neuroscience, and Social Marketing. She has presented several papers in National and International Conferences and published in various referred journals.



Aditya Billore
Associate Professor, Marketing, IIM Indore

Aditya is a Fellow of the Indian Institute of Management Indore. He has about 11 years of teaching experience at various levels, and his teaching interests include STP, Advertising in new media and Experimental research designs in marketing. Aditya's areas of research interest are Digital advertising and Consumer Behavior.



Mr. Manoj Motiani
Associate Professor of Marketing, IIM Indore

Manoj has completed his Fellow Program in Management from IIM Ahmedabad. He has also won IFCI award for best thesis at IIM, Ahmedabad (2014). Prior to his PhD, Manoj has worked with Aditya Birla Group and Godrej. He has also taught subjects such as Marketing Management, Digital Marketing and SDM at IIM Ahmedabad, IIM Raipur and IIM Rohtak as a visiting faculty.



Sreekanth Moni
Faculty, Manipal Global Education Services

With over 26 years of experience in technical, entrepreneurial, coaching, mentoring and academics, Sreekanth Moni is a Marshall Goldsmith Certified Personal Coach in the technical, entrepreneurial, coaching, mentoring and training space. With his experience and corporate exposure at leading corporations, like **Cisco Systems Inc, Nortel Networks and Aricent**, he strives to help individuals learn new skills to make a change. He has worked with several corporates to design and deliver programs across the world.



Kamal Das
VP - Operations, Jigsaw Academy

Kamal Das, an IIM Ahmedabad alumnus, has over 18+ years of experience in Analytics, Financial Research, Training & Operations. He has previously worked with MNCs like **Lehman Brothers, Moody's Investor Services, Intellectual Ventures**, and his areas of expertise are Analytics, Machine Learning, NLP, Deep Learning with Python & PyTorch. He was also the visiting faculty for the Institute of Chartered Accountants of India (ICAI), SDA Bocconi, and the University of Chicago. He has written several articles for newspapers and journals, such as The Economic Times, The Indian Banker, Deccan Chronicle, and The Statesman.

The 5 Step Admission Process:

- ▶ Check Eligibility Criteria
- ▶ Fill in the application
 - Share basic details on Education & Occupation
 - Write Short Note (Statement of Purpose)
 - Upload Your Resume
 - Pay Application fees-INR 1000 and Submit
- ▶ “The Product Manager in You” – understand the strengths you have that will make you a great Product Manager
- ▶ “The Counselling” - Interview with our Academic Experts
- ▶ Admission Letter & Enrolment

Academic Requirements

- ▶ Submission of projects and its tasks should be done within given timelines to avoid any type of delay/stretch in the program.
- ▶ Maintain attendance at above 85% for the sessions.
- ▶ Prepare for module level quizzes, Term End Exams and Program level Exam



About Jigsaw Academy

Upskilling to emerging technologies has become the need of the hour, with technological changes shaping the career landscape. Jigsaw Academy offers programs in data science & emerging technologies to help you upskill, stay relevant & get noticed. The domain experts & educators at Jigsaw Academy offer meticulously structured

courses with industry-relevant curricula. The domain experts here offer meticulously structured courses to help train professionals in the areas of Analytics, Design Thinking, People Analytics, Data Science, Machine Learning, Big Data, Business Analytics, Cyber Security & Cloud Computing, to name but a few.



Recognized as the **No.1 institute for data science training** in 2019, 2018, 2017, 2016, 2014 and 2013



Awarded the prestigious **“Partner of Excellence Award 2019”** by NASSCOM



400+ years of combined teaching experience



3000+ companies with Jigsaw Academy students **1M+ hours of learning content viewed**



Learning partners - IIM Indore, Manipal Academy of Higher Education, HackerU Israel





About IIM Indore

Established in 1996, Indian Institute of Management Indore has been a leader in the field of management education, interfacing with the industry, government and PSUs. It is promoted and nurtured by the Ministry of Human Resource Development, Government of India, and is an institute of national importance under the Indian Institutes of Management Act 2017.

IIM Indore seeks to be a contextually-relevant

business school with world-class academic standards that develops socially-conscious managers, leaders and entrepreneurs. In recent times, IIM Indore has bagged the Fifth Rank (5th Rank) in the National Institute Ranking Framework (NIRF) announced by the Ministry of Human Resource Development (MHRD), Government of India on April 08, 2019.

How to apply

Eligibility



Graduation or Post Graduation
with minimum 50% from an
accredited institution



At least 2 years of
professional experience
in any domain or industry

Recommended For


- ▶ Professionals with 2+ years of experience in any industry

 **Duration: 6 months**  **Format: Online Live Instructor-Led Sessions**



Postgraduate Certificate Program in Product Management

For Student Counseling and Assistance

 Phone: +91 7829697000

 Email: info@jigsawacademy.com

Jigsaw Academy

308, 3rd Floor, 100 Feet Main Road, Indira Nagar 1st Stage,
Bengaluru, Karnataka 560038

Indian Institute of Management, Indore

Prabandh Shikhar, Rau - Pithampur Rd, Indore,
Madhya Pradesh 453556



JIGSAW ACADEMY
a manipl group investee company



In Collaboration With

भारतीय प्रबंध संस्थान इंदौर
Indian Institute of Management Indore