



E&ICT Academy
IIT Guwahati

accredian
credentials that matter

Executive Program in Product Management

8 Months | Online Instructor Led

Exclusive Program for Working Professionals



Why Choose this Product Management Program?

**IIT
Brand**

Get certified from
Top Tier-1 Institution

Top 10

Ranked among India's
Best in NIRF Rankings

**Campus
Immersion**

Attend 2 day campus
immersion @ IIT Guwahati

**Amazon
Google**

Learn from product
managers from top companies
like Amazon, Google

Who should Enroll in this Program?

Unlock potential from Data with the Executive Program in Product Management Program. Ideal for emerging leaders and ambitious professionals. Gain a profound understanding of Product Management. Accelerate your career in Product Management.



Software Professionals	Consultants	Tech Leads
Product Managers	Project Managers	Marketing & Sales Professionals
Business Analysts	Engineers	Mid-Career Professionals

A Learning Experience Unlike Any Other

	E&ICT IIT G	Others
India's Top 10 Institute	✓	✗
Campus Immersion	✓	✗
Top Faculty from Google, Amazon etc	✓	✗
Industry Based Projects	✓	✗
Live Online Lectures	✓	✗
Scholarship	✓	✗
International Product Management Summits	✓	✗

Why choose E&ICT IIT Guwahati Product Management Program?

Learn Product Strategy

Developing a strategic vision for a product, defining product goals, and aligning them with business objectives.

Become a World-Class PM

Understanding the end-to-end product development process, from ideation to launch and post-launch activities

Master Product Roadmaps

Create product roadmaps that outline the product's future direction, milestones, and feature prioritization

Make Data-Driven Decisions

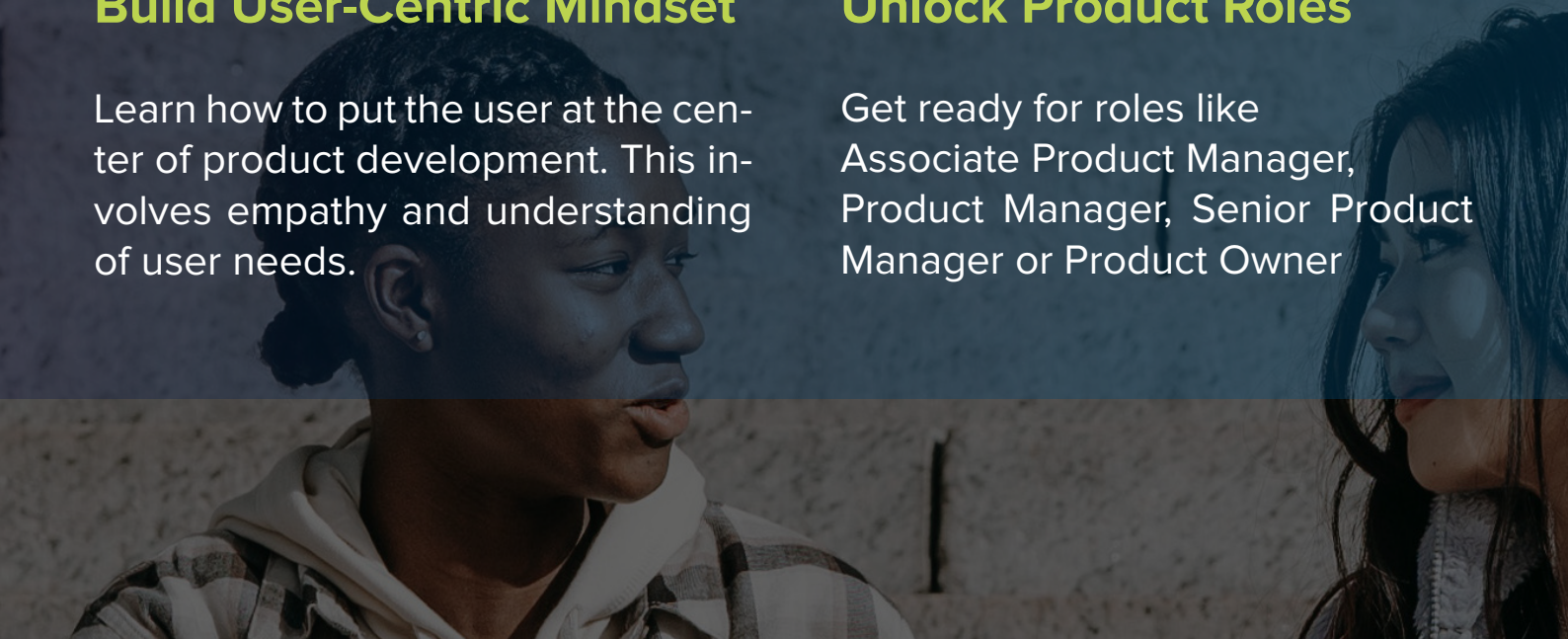
Utilize data analysis and metrics to inform product decisions, track product performance, and iterate on product features

Build User-Centric Mindset

Learn how to put the user at the center of product development. This involves empathy and understanding of user needs.

Unlock Product Roles

Get ready for roles like Associate Product Manager, Product Manager, Senior Product Manager or Product Owner



Program Highlights



Certification

Give your resume the IIT edge



8 Months

Weekend Classes



Top Faculty

Learn from top PMs from Google, Amazon etc.



120+ Hours

Intensive training



100% Live

Instructor Led Training



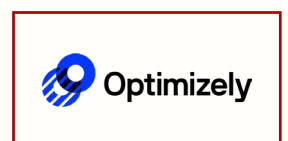
Placements

100% career assistance

Master Product Management Tools...



socialmention*





E&ICT Academy
IIT Guwahati

Up Next >>

PRODUCT MANAGEMENT

PROGRAM

SYLLABUS



Program Syllabus

Term 1: Introduction to Product Management

Module 1 - Roles & Responsibilities of a PM

- Mindset of PM
- Skills required to be PM
- Key responsibilities of a PM
- Influence without authority as PM

Module 2 - User Research for PMs

- Identifying target user groups
- Quantitative research techniques
- Qualitative research techniques
- How to conduct customer research

Module 3 - Market Research for PMs

- Defining the Target Market
- Identifying & analyzing market trends
- Market Segmentation and Targeting
- Emerging Trends in Market Research

Module 4 - Competitive Analysis for PMs

- Techniques to identify competitors
- Competitive Intelligence for PMs
- Analyzing Competitive Products
- Competitive SWOT Analysis

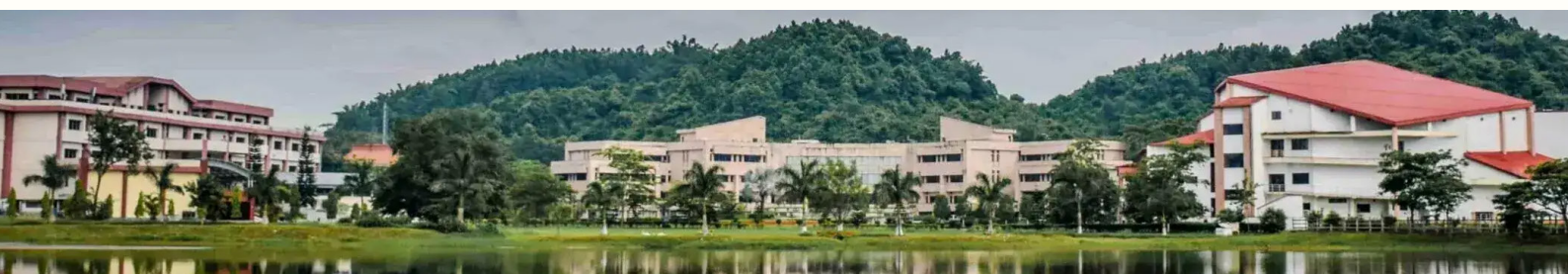
Term 2: Product Strategy & Roadmap

Module 5 - What is Product Planning Cycle?

- Understanding product planning cycle
- Brief introduction of PPC elements
- Importance of elements of PPC
- Flow of PPC

Module 6 - Establishing Product Vision & Mission

- What is product vision?
- Setting product vision
- What is product mission?
- Setting product mission



Program Syllabus Cont.

Module 7 - Formulating Product Strategy & Product Goals

- What is product strategy?
- Setting product strategy
- Understanding and setting product goals
- **Activity: Strategy Teardown**

Module 8 - What is Product Backlog & Roadmap

- What is product roadmap?
- Creating roadmap
- Understanding product backlogs
- How to create efficient product backlogs?

Term 3: Design Thinking & UI/UX

Module 9 - Design Thinking for PMs

- Design thinking in PM
- Implementing design thinking
- How does design thinking benefit PM?
- **Activity: Design Teardown (Airbnb)**

Module 10 - Building MVP - Artefacts, Persona Mapping & PRDs

- How to build an MVP?
- Persona mapping, user journey, & user stories
- Product artefacts
- What are PRDs?

Module 11 - UI/UX for PMs

- What is UI/UX?
- Building products with good UX
- Tools for UI/UX design
- Case study about product UX

Module 12 - Designing Mockups, Wireframes, & Prototypes

- What are mockups?
- What are wireframes?
- What are prototypes?
- **Activity: UI/UX Wizard**



Program Syllabus Cont.

Term 4: Agile Product Engineering

Module 13 - Introduction to Engineering for Product Managers

- What is product engineering?
- Midset of technical PM
- Should PM learn to code?
- Technical concepts for PM

Module 15 - Waterfall & Agile Methodology

- What is waterfall methodology?
- What is agile methodology?
- Traditional Vs Agile
- Levels of planning in agile methodology

Module 14 - Understanding Microservices & Cloud Services

- What are microservices & cloud services?
- What is system design?
- Understanding content delivery network
- Native apps & hybrid apps

Module 16 - Understanding Scrum & Kanban

- Agile frameworks
- What are scrum and kanban?
- Tools for scrum & kanban
- **Activity: Futurist**

Term 5: Product Marketing & Launch

Module 17 - Product Development & Planning User Tests

- Creating story & planning sprint
- Task breakdown & preparing documentation
- Planning, recruiting, & preparing for test
- Conducting tests & analyzing data

Module 18 - Product Launch & A/B Testing

- Risk analysis
- A/B testing
- Customer feedback mechanism
- Case study



Program Syllabus

Module 19 - Data Driven Product Marketing & Consumer Behaviour

- What is product marketing?
- Go-to market
- Growth hacking & sales strategies
- Understanding consumer behaviour

Module 20 - Measuring Brand & Impact of Product Marketing

- Importance of brand
- Building brand
- Understanding brand management
- Measuring Impact of product marketing activities

Project: Design Discovery

Design Discovery requires one to apply design thinking concepts to create human-centred and action-oriented solutions. As a PM practitioner you will be competing with the best to solve a complex challenge.

Term 6: Growth & Scaling

Module 21 - Driving Product Growth

- What is product growth?
- Product-led growth for organization
- Product-led growth frameworks
- Case study

Module 22 - Who is a Product Growth Manager?

- Who is product-growth manager?
- Essential skills for growth PM
- Duties of growth PM
- Future as growth PM

Module 23 - Product Growth Strategies

- What are product growth strategies?
- Product growth strategies
- Measuring performance of product growth strategies
- Case study

Module 24 - Audience & Channel for Growth

- Choosing audience for growth
- Different channels of growth
- Aligning audience, channels & growth strategies
- Case study

Program Syllabus Cont.

Term 7: Product Monetization

Module 25 - Understanding Product Monetization

- What is product monetization?
- Why focus on monetization as PM?
- Importance of product monetization
- Financial analysis of product organization

Module 26 - Decoding Buyer Psychology

- What is buyer psychology?
- Analyzing consumer purchasing behaviour
- How to influence buyer psychology?
- Understanding paths to purchase

Module 27 - Product Pricing Models & Strategies

- What is pricing?
- Product pricing ,models & strategies
- Service pricing models & strategies
- Key points to consider when pricing

Module 28 - Measuring Product Monetization Success

- Understanding KPIs : CAC, CPA
- Calculating customer life time value (LTV)
- Metrics for measuring monetization success
- Case study

Term 8: Product Leadership

Module 29 - Business Strategy

- Introduction to Business Strategy
- Strategic Planning
- Strategic Decision-Making
- Innovation and Business Model Design

Module 30 - Digital Marketing Strategies for Product Leaders

- Introduction to Digital Marketing
- Understanding the basics of SEO, PPC, SMM
- Principles of Conversion Rate Optimization (CRO)
- Analytics and Measurement



Program Syllabus Cont.

Module 31 - Building Product Culture - Team, Stakeholders, Skills

- Importance of Product Culture
- Stakeholder Management
- Product Culture and Organizational Alignment
- Leadership and Influence

Module 32 - Storytelling for PMs

- Crafting a Compelling Narrative
- Building Empathy through Storytelling
- Storytelling in Product Marketing & Cross-functional Collaboration
- Visual Storytelling

Capstone Product

Wittr is a major micro blogging app popular across the globe. The management team has reached out to Accredian PM consultants to help them overcome a major hurdle related to declining app usage by its customers.

The company has collected Data and figured that customers have been moving onto a major competitor app because it provides them a micro vlog feature. The company need help from you to strategize, plan and design the new feature in their app as well.

Go ahead and help the company succeed using the new feature.

Real World Business Use Cases



World Class Learning Experience

Experience a dynamic and engaging environment that inspires and challenges you to think critically. Become a worldclass Product Management through hands-on learning, collaboration, and interaction with experts in the field.

Live Classes

Online Interactive

Top Faculty

Industry Experts

Lifetime

Access to Study Material

Campus

Immersion

Product

Demo Day

Leadership

Talks with Experts

Career Support with 8 Powerful Sessions

Upon enrolling in the program, you will have access to Accredian Career Support module. This module includes comprehensive career development sessions aimed at enhancing your job profile and helping you excel in your interviews.

RESUME PREP

We'll help you build a sharp PM Resume.

1-ON-1 CAREER COUNSELLING

Get a dedicated career coach for you!

SIMULATED MOCK INTERVIEWS

Participate in mock interviews and be prepared.

PM INTERVIEW RESOURCES

Get access to 2023 Product Management interview resources.

The Career Services provided by Accredian are intended to empower you to actively manage your career and are not a promise of employment.

Key Statistics

8 months

Comprehensive
Learning

120+

Hours of Live
Classes

32

Modules

10+

Tools & Frameworks

8

Career Assistance
Sessions

Get Certified from India's Premier Institution



Apply Top PM Frameworks

Rice Prioritization

Product Vision

Lean Canvas

SWOT Analysis

MoSCoW

Customer Journey

Kano

Double Diamond

AARRR

OKR

Product Evaluation Matrix

HEART Framework

Empathy Map Canvas

PESTLE Analysis

Ansoff Matrix

Kapferer Brand Identity Prism

Learn from Top Academicians



Principal Investigator



E & ICT Academy
IIT Guwahati



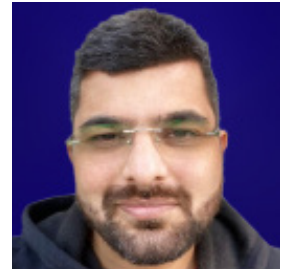
Sr. Faculty

accredian



Product Manager

Google



Product Manager

ARCHER



Product Manager

Walmart



Sr. Product Manager

PayPal



Sr. Program Manager

amazon



Product Manager

SPINNY

Why Learners Choose Us ?



I learnt from some of the best faculties in the country. Shailendra is one such person that I would like to mention. His session is what made me instantly choose Accredian.

- Nischal S, Associate Product Manager



I loved the structured way of teaching which sets it apart from the rest. It has exposed me to multiple technical aspects that have helped me in my Product Management journey.

- Akash H, Product Manager, INDMoney



I really like the way the entire program is laid out which is very practical and easy to navigate each term.

- Ranjith M, Product Manager, GE Digital



During my exploration stage for the best Product Management programs, I saw this program and I realized that the faculties have come from various backgrounds.

- Sriram V, Product Manager, Technicolor India

[Read more on blog.accredian.com](https://blog.accredian.com)

Admission Process

1

Apply at iitg.accredian.com

2

Pay the application fee

3

Selected Candidates will receive Admission Confirmation Letter.

Application Deadlines

Program Fee: INR 1,80,000 + GST

Round	Date	Scholarship	Applicable Fee
1	25th Aug 2023	INR 40,000	INR 1.40 L + GST
2	15th Sept 2023	INR 10,000	INR 1.70 L + GST
3	25th Sept 2023	NIL	INR 1.80 L + GST

Program Snapshot

START DATE

24th September 2023
Saturday & Sunday - 8 AM - 10 AM IST

DURATION

8 Months

PROGRAM MODULES

32

ELIGIBILITY CRITERIA

Total Years of Experience: **1+ Years**
Education: **Graduate**

WEEKLY SCHEDULE

Online classes on weekends
Self practice/assignments on weekdays

PROGRAM FEE

₹ 1,80,000 + GST
EMI options available

Talk to your Learning Advisor

 +91 96258 11095



in association with

accredian
credentials that matter

 admissions@accredian.com

 www.accredian.com