



E&CT Academy
IIT Guwahati



Executive Program in Product Management

10 Months | Online Instructor Led

Improve your career prospects by gaining expertise in
Product Management.





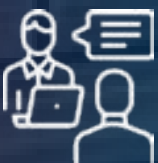
17 Lakhs

Median Salary - Product Manager



Top 4

trending careers in 2022
(#4 Product Management)



1 Lakh

Job Opportunities in India

OUR VISION

“

To make **world class education** accessible for professionals.

- *Manvender Singh (Manav)*,

Founder & CEO, INSAID

MBA - Indian School of Business



Why Executive Program in Product Management



MASTER
in Product Management



Recommended
for aspiring Product Managers



10,000+
Alumni network

Program Highlights



Certification

Get Certified by E&ICT Academy, IIT Guwahati



10 Months

Weekend Classes



Campus Immersion

2-Day Campus Immersion at IIT Guwahati*

(Depends on the availability of resources)



Master Classes

Expert sessions by IIT Guwahati Faculty



Faculty

Learn from the top industry professionals



50+

Projects & Guides



Live

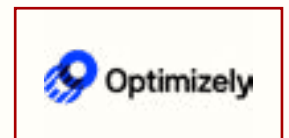
Instructor Led Training



Placements

100% career assistance

Master Product Management Tools...



Program Syllabus

Term 1: Introduction to Product Management

Understanding basics of Product Management

Who is a Product Manager?

Different hats of a Product Manager?

Importance of research in Product Management

Term 2: Product Strategy & Roadmap

What is a Product Planning Cycle?

Establishing Product Vision & Mission

Formulating Product Strategy & Product Goals

What is Product Backlog & Roadmap

Term 3: Product Design Thinking

The philosophy of Design Thinking

Decoding creativity & innovation

Design Thinking for Product Managers

Building MVP - Artefacts, Persona Mapping & PRDs

Competition: 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.

Program Syllabus

Term 4: UI/UX for Product Managers

User Experience 101

User Interface 101

Importance of UI/UX for PMs

Design Mockups, Wireframes & Prototypes

Term 5: Product Engineering

Introduction to Engineering for Product Managers

Understanding Micro Services & Cloud Services

Waterfall & Agile Methodology

Understanding SCRUM and Kanban

Term 6: Product Marketing & Launch

Product Development & Planning User Tests

Planning Launch & A/B Testing

Understanding Product Marketing & Consumer Behaviour

Managing a Brand & Measuring impact of Product Marketing

Program Syllabus

Capstone Project - 1

Wittr is a major micro blogging app popular across the globe. The management team has reached out to INSAID 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.

Term 7: Analytics for Product Management

Product Metrics

How to Measure Product Success

Analytics tools for Product Managers

Basics of SQL for Product Managers

Term 8: Growth & Scaling

Understanding Product Growth

Who is a Product Growth Manager

Product Growth Strategies

Audience & Channels for growth

Program Syllabus

Term 9: Product Monetization

Understanding Product Monetization

Decoding Buyer Psychology

Product Pricing Models and Strategies

Measuring Product Monetization Success

Capstone Project - 2

Musi.fy is struggling to come up with a potential solution to its dwindling revenues through its existing website for song lovers and urgently needs a dramatic shift from being Web first to Mobile first company.

They have reached out to INSAID Product Management group and have requested for consultant Product Managers who can solve their problem. In this capstone you'll chalk out a plan and execute the product launch of Musi.fy Mobile app from scratch.

Get a chance to be a Product Manager for this awesome initiative of building a successful Music Streaming Mobile App.

Apply Top PM Frameworks

Rice Prioritization

Product Vision Board

Lean Canvas

SWOT Analysis

MoSCoW

Customer Journey

Kano

Double Diamond

AARRR

OKR

Product Opportunity
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



Product Manager



Product Manager



Product Manager



Sr. Product Manager



Sr. Program Manager



Product Manager



Career Support



PRODUCT MANAGEMENT CAREER LAUNCHPAD

1 month exclusive program for working professionals.



PM RESUME WORKSHOP

We'll help you build a sharp Resume.



INDUSTRY EXPERT SESSIONS

Get access to monthly industry expert sessions.



PM LIVE JOB ANALYSIS

Apply to the right companies based on your profile.



PRODUCT MANAGEMENT INTERVIEW GUIDE

Download Product Management Interview question bank.



MOCK INTERVIEWS

Participate in 1-on-1 mock interviews and be more prepared.

Program Snapshot

START DATE

Check website for latest batch start dates

DURATION

10 Months

PROGRAM TERMS

9 Terms

WEEKLY SCHEDULE

Online classes on weekends

Self practice/assignments on weekdays

PROGRAM FEE

Starting at ₹ 13,888 per month
for 18 months

Speak with PGP Program Mentor

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