



masai

PRODUCT MANAGEMENT WITH GENERATIVE & AGENTIC AI

FROM BITSOM

| About BITSoM

BITSoM (BITS School of Management), an integral part of the esteemed BITS Pilani legacy, stands as a beacon of excellence in business education. Located in the Mumbai Metropolitan Region, BITSoM offers a transformative learning experience driven by world-class faculty who bring expertise from top global institutions. With a foundation in entrepreneurial spirit and academic rigor, BITSoM nurtures future leaders equipped to excel in an ever-changing global business landscape.

Why Choose This Course?

- Certification: Receive a prestigious co-branded certificate from BITSoM and Masai School upon successful completion.
- Gain hands-on experience through a curriculum designed by industry leaders.
- Work on real case studies and live projects to build practical skills.
- Learn from experienced faculty members and guest speakers.
- Connect with like-minded professionals and experts in the field.



| What Will You Learn?

This course blends academic rigor with hands-on learning, equipping you with skills in Agentic AI — the next frontier of autonomous systems. Gain expertise in user-centered product thinking, leverage tools and advanced prompt engineering, and work on 6+ real-world projects.

Toolkit



| Course Details

Course Duration
6 Months

Time Commitment
8-10 hours per week

Certification
From BITS School of Management

Condition for Certification

- The certificate will be awarded only upon the completion of the final examination that is conducted offline.
- *NOTE: Non Resident Indians & International students are allowed to attend the exam online, under special provision enabled with vigilant proctoring.

| Course Curriculum

PMGA101: Product Management Foundations & Discovery

- Introduction to the Product Management mindset and structured discovery
- Learn how to define and validate MVPs
- Conduct user interviews and apply Jobs To Be Done (JTBD) framework
- Roadmap creation and MVP prioritization based on market gaps

PMGA102: Agile, Design and Cross-functional Execution

- Master UX wireframing and create interactive prototypes using Figma
- Learn Agile delivery techniques and tools like Jira
- Focus on stakeholder mapping and effective cross-functional collaboration
- Simulate sprint planning and document a stakeholder alignment plan

PMGA201: Generative AI Tools and Product Integration

- Explore Generative AI tools and integrate them into product workflows
- Learn prompt engineering to enhance content generation
- Apply GenAI safety measures and API integration into products
- Design and test features like a chatbot or summarizer

PMGA202: Building with Agentic Systems

- Understand agent architecture and learn to orchestrate multi-agent systems
- Build task-performing agents to automate workflows
- Learn to design systems that collaborate to complete complex business functions
- Work with LangChain and CrewAI to enhance multi-agent interactions
- Simulate sprint planning and document a stakeholder alignment plan

PMGA301: Strategy, Monetization and Responsible AI

Explore business strategies and monetization models for AI-powered products

- Understand AI bias, data privacy, and ethical AI considerations
- Create a Go-To-Market (GTM) plan and develop a monetization model
- Conduct an ethical risk assessment for AI implementation

PMGA302: Capstone – Build and Pitch Your AI-Driven Product

- Design and build an AI-enhanced product that addresses a real user problem
- Integrate Generative AI and agentic systems into your product
- Prepare and present a pitch deck with product vision, GTM strategy, and ethical safeguards

| Our Instructors



Dr. Srinivas Pingali
BITS School of Management



Srinivas Atreya
Data Scientist & Entrepreneur



Kiran Pedada
Associate Professor,
University of Manitoba



Sunanda Gundavajhala
Director of Operation,
DispatchTrack



Sirisha Peyyeti
Co-Founder and CEO,
Avika

| Industry Experts



Abhinandan Kainth
Software Development
Engineer, Microsoft



Philip Zerrillo
Professor,
Sasin School of Management

| Admission Process



Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



Complete Onboarding

Only shortlisted candidates go through the onboarding process.



Start Learning

Learn from India's top educators and stand out from the crowd.

| Fees Structure

	INDIAN	INTERNATIONAL
Qualifier Test Fee	₹99	\$10

	INDIAN		INTERNATIONAL
	Upfront	EMI Through our NBFC partners	Upfront
Secure Seat Fee	₹4,000	₹4,000	\$150
Remaining Course Fee	₹46,000	₹5,878 x 9 months	\$1350
Total Program Fee	₹50,000 + 18% GST	₹56,902 + 18% GST	\$1500

Fees once paid is non refundable. *Taxes, as applicable.

