PRODUCT MANAGEMENT WITH GENERATIVE & AGENTIC AI
FROM BITS SCHOOL OF MANAGEMENT

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

asana   (Figma)   mixpanel   (OpenAI)   monday.com

productboard   Jira   Amplitude

| 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 Mentors

Dr. Srinivas Pingali
BITS School of Management

Professor Srinivas Pingali has over three decades of varied experience in education and training, product development and sales & marketing in multinationals, entrepreneurial companies and academic institutions. Srinivas is currently an Adjunct Professor at the BITS School of Management. Before this, he was a Professor of Practice at IIM Udaipur and Mahindra University, where he taught various courses, including Digital Transformation, Emerging Technologies, Product Management, B2B Markets, Digital Marketing, Innovation and Entrepreneurship. He won teaching excellence awards for 2020-21 and 2021-22. Srinivas conducts programs for senior executives of large corporations and public sector institutions.

Srinivas Atreya
Data Scientist & Entrepreneur

An alumnus of REC Trichy with 30 years of experience in the data & machine learning space across US, UK and India. Specialises in deep neural networks and optimizing inference loads on low powered devices. Current areas of interest include agentic AI and no code AI frameworks. Works as a faculty at various institutions like IIM Udaipur, ISB, Engineering Staff College of India & College of Defense Management (CDM). Currently a part of avika, which is focused on standardizing mind health using AI & Virtual Reality.Before this ran an IT services startup RoundSqr that got acquired by Cigniti Technologies in 2022.

Kiran Pedada

Associate Professor, University of Manitoba

Kiran Pedada is the Associate Fellow in Marketing and Inclusive Business and Associate Professor at the Asper School of Business at the University of Manitoba. Previously, he was an Assistant Professor of Marketing at the Indian School of Business (ISB). Kiran's research is centered on Marketing Strategy, with a focus on the financial and social impact of marketing, marketing organization, marketing strategies for digital environments, and emerging markets. His research is published in premier marketing journals including the Journal of Marketing Research, Journal of the Academy of Marketing Science, and International Journal of Research in Marketing. Kiran was voted the "Teacher of the Year" at ISB for two consecutive years.

Philip Zerrillo

Professor, Sasin School of Management

Professor Philip Zerrillo is an accomplished academic and business leader with extensive global experience in management education, executive leadership, and advisory roles. His areas of expertise include marketing strategy, business development, leadership, and entrepreneurship. He has served as Deputy Dean at the Indian School of Business and held senior roles at Singapore Management University and Kellogg School of Management. He currently teaches at the Sasin School of Management and advises multiple universities across Asia.

Sunanda Gundavajhala
Director of Operations, DispatchTrack

Sunanda Gundavajhala is a seasoned professional with over two decades of experience in project management, software development, business analysis, and process engineering. She currently serves as the Director of Operations at DispatchTrack, where she leads strategic operations for a globally recognized last-mile delivery software company. A certified Project Management Professional (PMP) and Microsoft Project specialist, Sunanda is also an accomplished educator and guest author, having taught at leading business schools and contributed to academic publications on project management and business ethics. Her work has earned her several accolades from PMI USA and PMI-PCC, recognizing her outstanding contributions to the field and volunteer leadership. Known for her passion for process optimization and talent development, Sunanda is dedicated to delivering practical, innovative learning experiences that prepare professionals to drive organizational excellence and navigate complex project environments.

Sirisha Peyyeti
Co-Founder & CEO, Avika

An alumina of REC Trichy with 30 years of experience in the data & machine learning space across US, UK and India. Specialize in deep neural networks and optimizing inference loads on low powered devices. Current areas of interest include agentic AI and no code AI frameworks. Works as a faculty at various institutions like IIM Udaipur, ISB, Engineering Staff College of India & College of Defense Management (CDM). Currently a part of avika, which is focused on standardizing mind health using AI & Virtual Reality.Before this ran an IT services startup RoundSqr that got acquired by Cigniti Technologies in 2022.

Admission Process

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

Complete Counselling
Only shortlisted candidates go through the counselling process.

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

Fees Structure

	INDIAN	INTERNATIONAL
Qualifier Test Fee (Non-Refundable)	₹99	$10

	INDIAN		INTERNATIONAL
	Upfront	**EMI** (Through our NBFC partners)	**Upfront**
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000	$150
Remaining Course Fee (Non-Refundable)	₹46,000	₹5,878 x 9 months	$1350
Total Program Fee	₹50,000*	₹56,902*	$1500**

*GST at 18% extra, as applicable
**Inclusive of taxes