



EXECUTIVE PROGRAM IN PRODUCT MANAGEMENT

12 WEEK STRUCTURED WEEKEND LEARNING EXPERIENCE
AT IIM RANCHI, HYDERABAD CAMPUS



Program Overview

The Executive Education Office at the Indian Institute of Management Ranchi presents a 12-week offline program in Product Management, designed for aspiring product managers, early-career professionals, and individuals seeking to transition into product roles.

Delivered through structured weekend sessions at the Hyderabad campus, the program combines academic rigor with practical application. Participants build capabilities across product discovery, strategy, execution, and analytics through a blend of classroom learning, guided practice, and project-based application.

The program is designed to provide a comprehensive understanding of how products are conceptualised, built and scaled in contemporary organisations, while strengthening essential professional capabilities required for product roles.

Program Experience



Faculty-Led Learning: In-person lectures led by IIM Ranchi faculty focusing on core product management concepts, frameworks, and applications



Workshops & Case Discussions: Interactive sessions including product teardowns, Figma workshops, and real-world case discussions



Collaborative Learning: Engage with a cohort of professionals through in-person sessions and collaborative learning



Assignments & Applied Learning: Guided exercises and structured assignments to reinforce learning and build practical understanding



Capstone Development: Build an end-to-end product solution across discovery, strategy, execution, and measurement

Key Highlights

IIM Faculty-Led Instruction

Courses delivered by IIM Ranchi faculty ensuring academic depth and institutional credibility

Weekend Offline Format

Designed for working professionals with structured in-person learning

Certification

Program completion certificate from IIM Ranchi and Project completion letter

Capstone Project

Build a complete product solution using real-world problem statements

Industry Mentorship

5+ industry leaders conducting masterclasses & providing project feedback

Career Readiness Support

Sessions focused on transitioning into product roles and industry alignment

72 Hours of Structured Learning

IIM Ranchi Faculty Sessions: 60 hours | Industry Mentor Sessions: 12 hours



Program Curriculum

WHO IS THIS PROGRAM FOR



Aspiring Product Managers

Sales, operations and support professionals transitioning to product management.



Engineers, Designers & Analysts

Professionals seeking PM skills to collaborate, lead features, or transition to PM in a year.



Final-year students & freshers

Students and new professionals exploring product management. No prior experience.

THE 12 WEEK JOURNEY

WEEK 1

Foundations

The PM role, vocabulary, customer-centricity, and how outcomes differ from outputs.

WEEK 2-3

Discovery

Plan and conduct beginner-friendly user interviews, derive personas from real insights, and apply. Jobs-to-be-Done and opportunity solution frameworks to turn observations into clear, testable product hypotheses.

WEEK 4-5

Strategy

Product vision, differentiation, value proposition for Indian brands. RICE, ICE, MoSCoW prioritisation, and roadmaps.

WEEK 6

Industry Mentor Sessions

Hands-on Figma workshop + Indian app product breakdown · capstone groups form here.

WEEK 7-9

Build & Execute

Create a Product Requirements Document with user stories and acceptance criteria. Manage sprint planning, backlog, and communicate with stakeholders. Use ChatGPT for faster PRD drafting and research.

WEEK 10-11

Measure

Define North Star metric, KPIs, and counter-metrics for a product. Analyze funnel, activation, retention, and design an A/B experiment.

WEEK 12

Industry Mentor Sessions

GenAI-PRD workshop + metrics-driven product breakdown · capstone progress reviews.

WEEK 13

Final Exam

3-hour case-based offline exam covering discovery, strategy, execution, and metrics.

WEEK 14

Capstone Day

Group capstone presentation defended live to a panel of IIM Ranchi faculty and industry practitioners.



Build product solutions on real Indian company problem statements covering discovery, strategy, PRDs, and metrics.

SKILLS GAINED

Product Discovery & Research

Product Strategy & Roadmap Planning

Prioritization & Decision-Making

Product Execution (Prds, Agile, Delivery)

Product Analytics & Experimentation

AI-Powered Product Workflows

TOOLS ACQUIRED



Program Outcomes

- A structured understanding of product management across discovery, strategy, execution, and analytics
- The ability to approach product problems with clarity and analytical rigor
- Practical experience applying frameworks to real-world scenarios
- Enhanced capability in communication, prioritisation, and decision-making
- A portfolio-ready capstone project demonstrating end-to-end product thinking

Industry Engagement

Participants gain exposure to industry practices through structured interaction with practitioners:

- Bi-weekly masterclasses led by industry experts
- Case-based discussions on real-world products
- Capstone feedback and review sessions
- Exposure to product practices across startups and enterprises



Message from the Dean, Executive Education, IIM Ranchi



Prof. Amit Sachan

Dean, Executive Education
IIM Ranchi

The Executive Education Office at the Indian Institute of Management Ranchi is committed to extending the institute's academic excellence to learners seeking practical, career-defining management skills.

This 12-week offline Product Management program is designed to equip participants with capabilities across product strategy, customer discovery, market research, roadmap planning, analytics, and execution. Delivered through weekend sessions at our Hyderabad campus, the program blends academic rigor with hands-on learning through workshops, live case discussions, and mentorship from experienced practitioners.

Participants benefit from a highly engaging in-person environment that fosters peer learning, direct faculty interaction, and meaningful networking opportunities. The program also emphasises the development of critical professional competencies such as communication, stakeholder management, strategic thinking, and leadership.

We invite aspiring professionals and leaders to take advantage of this opportunity to accelerate their journey in the product ecosystem.

Faculty & Industry Experts



Prof. Tamal Samanta

Assistant Professor, Marketing, IIM Ranchi

Bottom of Pyramid | Retail | Consumer Markets

PhD from IIM Lucknow with publications in international journals; research focuses on subsistence markets and unorganised retail.



Dr. Shipra Mathur

Assistant Professor, Marketing, IIM Ranchi

Consumer Behavior | Digital Marketing | Brand Management

PhD from IIT Roorkee; research focuses on consumer psychology and digital communication using experimental methods.



Arun Nandewal

Senior Product Manager, Microsoft

AI Products | Financial Infrastructure | Product Strategy

Builds AI-powered financial systems at Microsoft; featured at Google I/O and Microsoft Ignite; MBA from IIM Ahmedabad.

Admission Process



Step 1: Apply

- Pay the application fee of ₹499
- Fill the application form



Step 2: Entrance Test

- Personal Interview post application shortlisting
- Acceptance Letter for successful candidates



Step 3: Confirmation

- Pay the seat booking fee and complete onboarding
- Receive your Provisional ID and Admission Letter

Fees Structure

Training Fee
₹75,000

One time. All inclusive.

Application Form	₹499
Seat Booking Fee	₹5,000
Program Fee	₹69,501
Total Program Fee	₹75,000

All payments are non-refundable. This policy ensures the sustained quality and provision of our services.

WhatsApp: +91 87929 74750
Email: iimranchiprograms@masaischool.com