



Build your Product career with

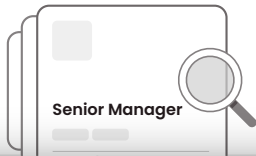
# Executive Program in Data-Driven Product Management

6 Months Roadmap • 8-10 hrs/week • Certified by IIM Ranchi

# The #1 Fastest-Growing Career Field in 2026

1.3M+

New Tech & Product Roles Globally by 2030



₹8-48 LPA

Salary Range by Experience



23%

India Tech Startup Funding Growth in 2025



## INDUSTRIES HIRING

IT & SaaS

Fintech & BFSI

E-commerce & Retail

Ed Tech

Media & Entertainment

Logistics & Supply Chain

Healthcare

## TOP RECRUITERS

Google

Microsoft

amazon

SWIGGY

Razorpay

freshworks

CRED

zepto

meesho

ZOHIO

PhonePe

## CAREER ROADMAP

# Foundation

### MODULE 1

#### Product Thinking & Metrics

Understand how products create value and interpret performance using core analytics.  
Systems thinking • Business curiosity

### MODULE 2

#### Spreadsheets for PMs

Use Excel and Sheets for product data cleaning, summarizing and KPI tracking.  
Structured thinking • Attention to detail

### MODULE 3

#### SQL for Product Questions

Query and join data to answer real product questions about drop-offs and retention.  
Logical reasoning • Problem decomposition

### MODULE 4

#### Dashboards & Insight Communication

Build simple dashboards and convert analysis into clear stakeholder recommendations.  
Visual storytelling • Communication clarity

### MODULE 5

#### Product Discovery & Framing

Frame user problems, map hypotheses, and identify friction points before recommending changes.  
Empathy • Curiosity-driven exploration

### MODULE 6

#### AI for PM Workflows

Use GenAI for research, prototyping, metric interpretation and insight writing responsibly.  
Responsible judgment • Adaptive thinking

## Toolkit

GOOGLE SHEETS

POWER BI

SQL

CHATGPT

CLAUDE

LOVABLE

## Roles

### Unlocked:

Junior Product Analyst

Product Operations Associate

Product Analytics Intern

Product Strategy Intern

Product Growth Analyst



"This foundation builds exactly what early PMs need - product thinking, data fluency, and AI-assisted workflows. It's practical, tool-first, and designed to get learners job-ready from day one."

**Arun Nandewal**  
Senior Product Manager



## CAREER ROADMAP

# Core Expertise

### MODULE 1

#### Becoming a Product Manager

Understand what PMs do, how they work with teams and core PM vocabulary.

Professional curiosity • Stakeholder awareness

### MODULE 2

#### Product Discovery & Research

Conduct user interviews, synthesize insights and frame clear problem definitions.

Empathy • Structured observation

### MODULE 3

#### Product Strategy & Roadmaps

Build product strategy, apply prioritization frameworks and communicate roadmap decisions.

Strategic thinking • Decision-making under constraints

### Toolkit

NOTION

GOOGLE SHEET

CHATGPT

### Roles

#### Unlocked:

Associate Product Manager

Junior Product Manager

Product Analyst Intern

Product Operations Associate



"From understanding users to building roadmaps, this curriculum covers the decisions PMs make every week. The problem-framing and prioritization modules alone are worth the entire program."

**Arun Nandewal**  
Senior Product Manager



## CAREER ROADMAP

# Industry Readiness Specialisation

### MODULE 1

#### Build & Ship with GenAI

Write PRDs, user stories, and use GenAI to accelerate PM execution workflows.

Execution discipline • Structured communication

### MODULE 2

#### Product Metrics & Measurement

Define north-star metrics, build KPI frameworks, and avoid common measurement pitfalls.

Analytical thinking • Accountability mindset

### MODULE 3

#### Capstone Project

Build an end-to-end portfolio project from discovery to roadmap to measurement plan.

End-to-end ownership • Professional confidence

#### Toolkit

FIGMA

JIRA

GOOGLE ANALYTICS 4

CHATGPT

#### Roles

#### Unlocked:

Associate Product Manager

Junior Product Manager

Product Manager

AI Product Manager

Product Growth Analyst

Product Strategy Associate



"GenAI is now part of every PM's toolkit. This specialization bridges the gap between knowing product management and shipping AI-powered products - exactly what the market is hiring for in 2026."

**Arun Nandewal**  
Senior Product Manager



## INDUSTRY READINESS

# Industry readiness is built in, not bolted on.

### Placement Opportunity via Masai

Eligibility: 75% live  
attendance & overall  
70% marks



### 2 Days Campus Immersion at IIM Ranchi



### Offline Assessment



Capstone  
Project Casestudy

### Industry-Endorsed Capstone Project



### Certificate from IIM Ranchi

70% attendance (live + recorded)  
& 40% marks

### Learn from World Class Faculty



# Meet Your Instructors



## Dr. Aditya Shankar Mishra

**Associate Professor, Marketing**

12+ Yrs | Brand Management | Marketing Analytics | Consumer Behavior

PhD in Marketing with publications in leading journals; visiting fellow at University of Toledo; prior experience at ICICI Prudential and HDFC Bank.



## Dr. Subhro Sarkar

**Assistant Professor, Marketing**

PhD | Consumer Behavior | Digital Marketing | Retail

PhD in Marketing from IIM Rohtak with publications in leading journals; teaches digital marketing and research methods; expertise in online and mobile commerce.



## Arun Nandewal

**Product Manager, Microsoft**

8+ Years | 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.

*Note: Instructors teaching your batch may change based on specific module expertise, or circumstances such as personal emergencies, unavailability etc.*

## OUR ACADEMIC PARTNER

# IIM Ranchi

The Indian Institute of Management Ranchi (IIM Ranchi) is a nationally recognised management school that develops ethically grounded, innovation-minded leaders through a blend of rigorous academics, applied research, and industry partnerships. The institute emphasises experiential learning, multidisciplinary perspectives, and entrepreneurship to prepare graduates for complex, global business challenges.

## Key Highlights

Ranked **#18** nationally (NIRF 2025)  
among top management institutes

Offers **future-ready**, multidisciplinary  
learning aligned with NEP

Promotes **entrepreneurship**  
& **social impact** via E-Cell and  
start-up initiatives

Builds **global perspective** through  
research centres and international  
partnerships



## ENTRY PROCESS

# Get Started In A Few Steps



### Submit Application

Complete application form to showcase your motivation and goals



### Complete Selection and Enrolment Session

Only shortlisted users can go through this session



### Start Learning

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

*Eligibility : Must have successfully completed Class 12 (or equivalent) from a recognised board.*

## FEE STRUCTURE

|                  |                      |
|------------------|----------------------|
| Application Fee  | ₹100                 |
| Registration Fee | ₹4,000               |
| Program Fee      | ₹66,000              |
| <b>Total Fee</b> | <b>₹70,000 + GST</b> |

## Pay Your Preferred Way

|   |                                |                                |                              |                                  |
|---|--------------------------------|--------------------------------|------------------------------|----------------------------------|
| <b>Upfront Payment</b><br>Pay once, save more | <b>₹78,600*</b>                |                                |                              |                                  |
| <b>Pay In Parts</b>                           | Instalment 1<br><b>₹35,000</b> | Instalment 2<br><b>₹43,600</b> | <b>EMI via NBFC Partners</b> | <b>₹14,538*</b><br>per month x 6 |

*\*Inclusive of GST; All payments are non-refundable. This policy ensures the sustained quality and provision of our services.*

*Note: Custom EMI options are also available through our NBFC partners*

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