



EXECUTIVE PROGRAMME IN
DATA-DRIVEN
PRODUCT MANAGEMENT
FROM IIM RANCHI

About 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:

- **NIRF 2025:** Ranked 18th nationally, reinforcing IIM Ranchi's position among India's top management institutions.
- **Entrepreneurship & Social Impact:** Drives innovation and social responsibility through E-Cell, initiatives, and collaborations supporting Jharkhand's start-ups.
- **Future-Focused & Multidisciplinary:** Offers NEP-aligned multidisciplinary learning integrating analytics, HR, policy, and strategy for future-ready leadership.
- **Research & Global Outlook:** Strengthens thought leadership through research centres and international collaborations, shaping globally aware, analytical managers.



Why Choose This Course?

- **Prestigious Certification:** Receive a Certificate of Completion from IIM Ranchi that validates your expertise in Product Management and AI while strengthening your professional credibility.
- **Future-Proof Career Gateway:** Build a high-growth Product Management career with cutting-edge AI skills that leading technology companies actively seek.
- **Advanced Curriculum:** Access cutting-edge product management, analytics, and AI content with interactive tools and practical evaluations focused on real-world product development.
- **Case-Based Learning:** Work on practical case studies that connect product theory with real business and market challenges.
- **World-Class Faculty:** Learn from renowned IIM Ranchi faculty and gain insights from experts shaping the future of business and technology.
- **Industry Readiness:*** Access interview-focused coaching and AI-powered practice sessions designed to strengthen your readiness for competitive hiring.

**Certificate Eligibility: Minimum 70% attendance and 40% marks in cumulative evaluations score.*

What Will You Learn?

This 6-month course is for aspiring product managers looking to harness Generative and Agentic AI across the product lifecycle. It offers hands-on experience in AI integration, product strategy, and managing AI-driven products to prepare you for leadership roles.

Toolkit



Google Sheets



Jira

Course Details

Course Duration
6 Months

Time Commitment
8-10 hours per week

Certification
From IIM Ranchi

Course Syllabus

Module 1:

Becoming a PM: Foundations and Vocabulary

Learning objectives:

- Explain what product management is, why it exists in organizations, and how PMs work with design, engineering, marketing, sales, and leadership
- Distinguish product management from adjacent functions such as project management and business analysis at an introductory level
- Apply core product thinking concepts such as customer-centricity, outcomes vs outputs, and product lifecycle fundamentals
- Use basic product management vocabulary confidently in the context of products, users, stakeholders, and success metrics
- Identify common PM artifacts and when to use them (problem statement, PRD outline, roadmap themes, success metrics)

Module 2

Find the Right Problem: Discovery and Framing

Learning objectives:

- Conduct beginner-friendly discovery using interviews, observation, and structured secondary research approaches
- Synthesize qualitative inputs into insights, pain points, and opportunity areas
- Frame problems using structured methods (personas/segments, journeys, JTBD-style thinking at an introductory level)
- Translate discovery into clear problem definitions, hypotheses, and assumptions to test
- Define a basic validation plan for early product ideas using evidence-driven reasoning

Module 3

Choose What to Build: Strategy and Roadmaps

Learning objectives:

- Explain product strategy basics including vision, differentiation, competitive context, and value proposition choices
- Apply prioritization frameworks (RICE/ICE/MoSCoW-style) to make trade-offs under constraints
- Create a roadmap at the level of themes and milestones aligned to outcomes and strategy
- Communicate roadmap decisions and trade-offs to stakeholders using clear narratives
- Identify common strategy pitfalls (feature factory, unclear positioning, misaligned incentives) and how PMs address them

Module 4

Build and Accelerate: PM Workflows with GenAI

Learning objectives:

- Write and structure core product requirements artifacts (PRD, user stories, acceptance criteria) at a beginner-appropriate level
- Explain agile delivery concepts (sprints, backlog, sprint planning) and how PMs contribute to execution
- Collaborate effectively with engineering and design teams through clear handoffs, feedback loops, and scope management
- Understand the applications and limitations of Generative AI in Product Management
- Use GenAI to accelerate PM workflows such as research, documentation, and planning

Module 5

Measure what matters: Product Analytics using GenAI

Learning objectives:

- Define product success metrics and connect them to product goals and user value
- Explain core product analytics concepts such as funnels, activation, retention, and engagement at an introductory level
- Create a simple metrics framework (North Star metric and supporting KPIs) for a product use case
- Design a basic measurement plan and dashboard outline for tracking product performance over time
- Identify common measurement pitfalls (vanity metrics, misattribution, weak baselines) and apply better evaluation practices
- Apply GenAI to support metrics, analytics, and experimentation

Capstone Project

Intended capstone outcomes:

- Select a product problem, conduct lightweight discovery, and define a clear problem statement and target user
- Propose a solution concept with a prototype or UX flow and define success metrics
- Create a prioritized roadmap view and a PRD outline for key features
- Develop a measurement plan and basic experimentation or validation approach
- Present a cohesive, portfolio-ready submission demonstrating end-to-end product thinking

Programme Directors



Dr. Aditya Shankar Mishra
Associate Professor, IIM Ranchi

Dr. Aditya Shankar Mishra has 10+ years of experience and did his MBA and Ph.D. in Marketing from ICFAI Hyderabad. He specializes in marketing analytics, brand management, and has published research papers in reputed journals.



Dr. Subhro Sarkar
Assistant Professor, IIM Ranchi

Dr. Subhro Sarkar has over 10 years of experience and did his Ph.D. in Marketing from IIM Rohtak. He specializes in consumer behavior, retailing, and digital marketing, with research published in reputed marketing journals.

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

Qualifier Test Fee (Non-Refundable)	₹99	
	Option 1	Option 2
	Upfront	EMI (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹68,000	₹12,693 x 6 months
Total Program Fee	₹72,000*	₹80,158*

*GST at 18% extra, as applicable

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