



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.



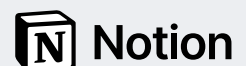
# Why Choose This Course?

- **Prestigious Certification:** Receive a Certificate of Completion from IIM Ranchi, validating your product management expertise and strengthening your professional credibility.
- **Future-Proof Career Gateway:** Launch a high-growth career in Product Management with applied analytics and AI skills that leading 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:** Engage in case-driven sessions that bridge the gap between theory and real product challenges, from feature design to growth optimisation.
- **World-Class Faculty:** Learn from IIM Ranchi faculty and industry leaders, gaining insights from their academic research and hands-on product experience.
- **Hands-On Projects:** Build end-to-end product solutions such as metric dashboards, A/B testing reports, user journey analyses, and AI-driven product improvement case studies to showcase your applied skills.

## What Will You Learn?

You will learn the core foundations of Product Management and build industry-ready expertise through hands-on projects, simulations and real-world case studies. You will define, analyse, and optimise product features, leverage AI-driven insights, and apply product analytics to make data-backed decisions across the entire product lifecycle. Gain the skills to excel in product roles by building a strong portfolio of PRDs, dashboards, A/B tests, user journey analyses, and data-driven product strategies. Become the kind of product professional companies trust to drive user engagement, product growth, and impactful business outcomes.

### Toolkit



# Course Details

**Course Duration**  
6 Months

**Time Commitment**  
8-10 hours per week

**Certification**  
From IIM Ranchi

## Course Curriculum

### Module 1: Becoming a Product Manager & Understanding Users

- The Daily Grind: Managing calendars, team communication, and the reality of the role.
- Talking to Users: Conducting unbiased interviews to hear problems, not just what you want to hear.
- Making Sense of Data: Turning messy notes into clear "Personas" to define who you are building for.
- Spotting Opportunities: Analyzing competitors to define a "Minimum Viable Product" (MVP).

### Module 2: Designing Solutions & Getting Everyone on Board

- Visualizing Ideas: Using "Design Thinking" and Figma to build wireframes and clickable prototypes.
- Testing with Real People: Putting prototypes in front of users to fix designs before writing code.
- Writing for Engineers: Creating "Product Requirements Docs" (PRDs) and "User Stories" as blueprints for builders.
- Managing Stakeholders: Keeping the team aligned and learning how to confidently say "no".

### Module 3: Building, Launching, & Growing Your Product

- Running the Engine (Agile): Managing sprints, stand-ups, and retrospectives to keep work moving.
- Measuring Success: Setting up analytics to track "funnels" (drop-offs) and "retention" (stickiness).
- Finding Your Market: Sizing up the market opportunity and positioning your product against competitors.
- Go To Market (GTM): Pricing strategies, launch planning, and A/B testing for growth.

## **Module 4: AI Fundamentals for Product Managers**

- AI Basics: Demystifying LLMs, "tokens" (cost), and the difference between building vs. buying AI.
- Prompt Engineering: Learning frameworks to "talk" to AI to get structured, reliable results.
- Ethics and Safety: Spotting bias, ensuring fairness, and designing "human in the loop" safeguards.

## **Module 5: Building AI Products Without Writing Code**

- The No Code Mindset: Understanding "Citizen Developers" and rapid prototyping without engineers.
- Connecting the Stack: Connecting your database (Airtable) to your interface (Glide) using automation (Zapier).
- Risk Management: Building a "Risk Checklist" to handle privacy and data correctly.

## **Module 6: Measuring Success & Landing the Job**

- AI Metrics: Tracking AI specific data like "Token Cost per User" and "Response Accuracy".
- Advanced Experiments: Designing statistically valid A/B tests to prove your hypotheses.
- Career Prep: Crafting resumes, practicing for interviews, and building a portfolio.
- The Perfect Pitch: Learning to demo your work and tell a compelling story to stakeholders.

## **Module 7 : The Capstone Project**

- Mentorship: Open workshops to troubleshoot prototypes and polish dashboards.
- The Final Pitch: Presenting the problem, solution, prototype, and strategy to industry experts.

# Panelists



## **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.



## **Prof. Satyam**

Assistant Professor, IIM Ranchi

Dr. Satyam is currently working as an Assistant Professor in the marketing department at IIM Ranchi. He has completed his PhD in marketing from IIM Lucknow. His research interests include retailing, rural marketing, and marketing in underdeveloped contexts.



## **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.



## **Prof. Shweta Jha**

Assistant Professor, IIM Ranchi

Dr. Shweta Jha is an Assistant Professor at IIM Ranchi. She has completed her Ph.D. in Marketing from IIM Indore and an MBA from IIIT Gwalior. Her specializations include Consumer Psychology and Behavior, E-Commerce, and related fields.



**Prof. Aman Kumar**

Assistant Professor, IIM Ranchi

Dr. Aman Kumar is a Marketing Management faculty at IIM Ranchi. He holds a Ph.D. from IIM Visakhapatnam, an MBA from IIT (ISM) Dhanbad, and a B.Sc. in Statistics from Hindu College, University of Delhi. His research focuses on human–technology interaction, the metaverse, and AI adoption, with publications in several top international journals.



**Prof. Mayank Jyotsna Soni**

Assistant Professor, IIM Ranchi

Dr. Mayank Jyotsna Soni is a PhD from IIM Ahmedabad with nearly 10 years of teaching experience, including several years at IIM Ranchi. She teaches Consumer Behaviour, Strategic Marketing, and Research Methods, and has published on topics such as advertising, sales promotion, and consumer co-viewing.



**Dr. Tuhin Sengupta**

Assistant Professor, IIM Ranchi

Dr. Tuhin Sengupta is an Assistant Professor at IIM Ranchi. He holds a Ph.D. in Operations Management & Quantitative Techniques from IIM Indore. He brings teaching expertise in Operations Research, Business Statistics, and Operations Management.



**Prof. Rajeev Verma**

Assistant Professor, IIM Ranchi

Dr. Rajeev Verma is a Marketing faculty at IIM Ranchi with 13+ years of experience across industry, academics, research, consulting, and startup mentoring. An FPM graduate from IIM Indore, he has worked on major projects with government agencies, Indian Railways, UNICEF, and international institutions.

# Admission Process



## Submit Application

Complete application form to showcase your motivation and goals



## 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

<b>Application Fee</b> (Non-Refundable)	<b>₹100</b>
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	Option 1	Option 2
	<b>Upfront</b>	<b>EMI</b> (Through our NBFC partners)
<b>Secure Seat Fee</b> (Non-Refundable)	₹4,000	₹4,000
<b>Programme Fee</b> (Non-Refundable)	₹58,000	₹10,827 x 6 months
<b>Total Program Fee</b>	₹62,000*	64,962*

\*GST at 18% extra, as applicable

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