



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli

**masai**®

# PRODUCT MANAGEMENT IN THE AGENTIC AI ERA FROM IIM TRICHY

# About IIM Trichy

The Indian Institute of Management Tiruchirappalli (IIM Trichy) is a prominent institution established in 2011, part of the prestigious IIM family. Located in the vibrant city of Tiruchirappalli, Tamil Nadu, it has rapidly grown into a significant name in management education, earning consistent recognition for its academic excellence.

## Key Highlights:

- Consistently ranked among India's leading management institutes
- NIRF 2025: Ranked 16<sup>th</sup> in the Management category
- Business Today–MDRA B-Schools Ranking 2025: Ranked 17<sup>th</sup>
- THE WEEK–Hansa Research Survey 2025: Ranked 13<sup>th</sup>
- Fortune India Best B-Schools 2025: Ranked 21<sup>st</sup>
- International Accreditation: PGPM, PGPM-HR and PGPBM programmes accredited by the Association of MBAs (AMBA)



# 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



# Why Choose This Course?

- **Certification from IIM Trichy:** Receive a prestigious certificate of completion from IIM Trichy to showcase your achievement.
- **Future-Proof Career Gateway:** Step into a high-growth, future-proof product management career with cutting-edge AI skills.
- **Advanced Curriculum:** Access an industry-aligned curriculum with real-world simulations and hands-on product implementation.
- **Case-Based Learning:** Engage in practical, interactive case studies that connect theory to real business challenges.
- **World-Class Faculty:** Learn from the distinguished faculty of IIM Trichy driving the future of business and technology.
- **Industry Readiness\*:** Get interview-focused coaching and AI-powered practice sessions — all designed to boost your chances in competitive hiring.

*\*Eligibility: 50% marks, exclusively offered by masai school*

# Course Details

**Course Duration**  
6 Months

**Live Classes**  
3 hours per week

**Certification**  
From IIM Tiruchirappalli

Certificate Eligibility: Minimum 75% live attendance and 40% marks in cumulative evaluations score

# Course Curriculum

## Module 1: Foundations in Product Management

- This module builds a strong foundation in product thinking, customer-centric development, and product lifecycle understanding.
- It introduces roles, responsibilities, and key frameworks that define the product management function.

## Module 2: Managing and Scaling Digital Products

- This module dives into managing live digital products, scaling strategies, data-driven decisions, and user engagement.
- Emphasis is placed on product optimization and experimentation techniques.

## Module 3: Strategies for Managing Digital Products & Platforms

- Explore platform thinking, network effects, and multi-sided marketplaces.
- This module focuses on competitive strategy, monetization models, and product differentiation in the platform economy.

## Module 4: AI Fundamentals & Applications in PM

- Covers foundational AI concepts and how product managers can apply AI in user experiences, operations, and decision-making.
- Practical applications in NLP, and predictive analytics are explored.

## Module 5: Tools for Digital Product Management

- Introduces essential tools used in product development and management—from roadmapping and prototyping to analytics and feedback loops.
- Students gain hands-on exposure to industry tools.

## Module 6: Leveraging Agentic AI for Strategic DPM

- Focuses on how agentic AI systems (autonomous, proactive agents) are reshaping product management.
- Emphasizes their strategic use in ideation, personalization, optimization, and workflow automation.

## Module 7: Capstone Project

- A hands-on, team-based project where learners conceptualize, design, and pitch a digital product integrating agentic AI.
- It ties together knowledge from all modules into a real-world application.

# Programme Directors



**Prof. Rishikesan Parthiban**  
Assistant Professor, IIM Trichy

Dr. Rishikesan Parthiban is an Assistant Professor in the Information Systems and Analytics area at IIM Trichy. He has completed his doctoral studies with a major in MIS and minor in Marketing from IIM Calcutta and graduated in Engineering from BITS Pilani, Rajasthan. He has served as an Assistant Professor in SPJIMR Mumbai and also worked in the VLSI chip design industry as a practitioner, for close to two years each. Rishikesan is a passionate teacher who teaches elective courses in the MBA program like digital product management, active digital debates, besides the core course in the information systems area. The core pedagogies he leverages are case based learning, lectures, tool based learning and dialectical debates. His primary research interests include digital social innovations, subsistence marketplaces and grand challenges. His research work (along with his co-authors) has appeared in leading journals such as Journal of Strategic Information Systems, Information & Organization, Information Technology & People, Information Systems Frontiers, International Journal of Information Management and European Journal of Marketing. His passion for digital social enterprises in general and those focussing on rural development in particular leads him to focus on action oriented approaches that better phrased as balance academic research with practical implications.



**Prof. Gopinath K**  
Assistant Professor, IIM Trichy

Dr. Gopinath is an Assistant Professor in the Information Systems & Analytics area. He received his Ph.D. from IIT Madras. He holds an MBA from NIT Tiruchirappalli and B.E. in Computer Science from Anna University. He has more than 5 years of industry experience. He worked as a Consultant with Infosys, involved in business analysis, IT consulting, and solution design. His broad research interests include e-commerce, digital health, wearables, and disruptive technologies. He is keen to explore the adoption, digital transformation, and progression/evolution of innovative technologies. His research work appeared in peer-reviewed journals such as the International Journal of Information Management, Communications of the Association for Information Systems, Health Policy & Technology, and Technology Analysis & Strategic Management. He has presented his research work in national and international conferences.

# Admission Process



## Clear Qualifier Test

Clear the qualifier test to be eligible 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
Installment 1 (Non-Refundable)	₹81,000	₹10,350 x 9 months
Total	₹85,000*	₹97,150*

\*GST at 18% extra, as applicable

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