



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 16th in the Management category
- Business Today–MDRA B-Schools Ranking 2025: Ranked 17th
- THE WEEK–Hansa Research Survey 2025: Ranked 13th
- Fortune India Best B-Schools 2025: Ranked 21st
- 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. Jang Bahadur Singh
Associate Professor, IIM Tiruchirappalli

Prof. Jang Bahadur Singh is an Associate Professor in the Information Systems and Analytics Area at Indian Institute of Management Tiruchirappalli. He holds a PhD from Indian Institute of Management Bangalore and an M.Tech from Indian Institute of Technology Kharagpur. His research focuses on IT-related societal issues in India, including digital divide and digital literacy, along with the application of machine learning in business decision-making. His teaching interests include management information systems, business analytics, and AI for managers. He has also conducted executive programs in business analytics and co-authored the award-winning teaching case, Cure.fit: A Health Check



Prof. Venkataraghavan Krishnaswamy
Associate Professor, IIM Tiruchirappalli

Prof. Venkataraghavan Krishnaswamy is an Associate Professor in the Information Systems and Analytics Area. He holds a PhD from the Department of Management Studies, Indian Institute of Technology Madras.

His research explores the business value of information technology, emerging technologies and their applications, and enterprise information systems. With eight years of industry experience, he previously worked as a Principal Data Scientist at a telecom analytics start-up and as an ERP Package Solution Consultant at IBM and NTT India.

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

Application Fee (Non-Refundable)	₹499	
	Option 1	Option 2
	Upfront	EMI (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Program Fees (Non-Refundable)	₹81,000	₹11,628 x 9 months
Career Accelerator Pack (by Masai) (Non-Refundable)	₹10,000	
Total	₹95,000*	₹1,08,652*

*GST at 18% extra, as applicable

WhatsApp: +91 87929 74750
Email: iimt.programs@masaischool.com