PRODUCT MANAGEMENT AND AGENTIC AI

FROM VISHLESAN i-HUB, IIT PATNA

PROGRAM OVERVIEW

The Product Management and Agentic AI Program is designed to equip learners with the mindset, tools, and hands-on skills to build and manage AI-driven products, with a particular focus on emerging agentic systems. The program blends traditional product management practices with cutting-edge capabilities in large language models, autonomous agents, and intelligent systems. Learners will explore the end-to-end product lifecycle, strategic decision-making, and design for human-AI interaction while building real-world prototypes and agentic workflows. By the end of the program, learners will be able to identify opportunities, define product strategy, and lead cross-functional teams in the creation of impactful AI-powered solutions.

Skills you will gain:

- UX/UI
- Market Research
- Product Thinking
- Growth
- Deep Learning Skills
- Business Strategy

WHY CHOOSE THIS COURSE?

- Certification from Vishlesan i-Hub, IIT Patna with Industry Recognition
- Master Agentic AI for Smarter Decision-Making
- Fast-Track Your Career with Guaranteed Support
- Hands-On Learning with Real-World Product Building
- Guaranteed Interview Support with Hiring Partners

COURSE DETAILS

Term Duration	Commitment
6 Months	8-10 hrs per week

MODULE 1 (WEEK 1-4)

PMAI101 - Foundation in Product Management

Customer Insight & The High Performance Mindset focuses on foundational user research, problem statements, MVPs, and a high-performance mindset, using case studies like Netflix for decision-making and Dropbox for MVPs.

The first four weeks lay the groundwork for product management, covering essential topics like the PM role, user research, value propositions, and roadmapping. These sessions include both theoretical lectures and practical workshops, with case studies from global companies to illustrate key concepts.

- **Week 1:** Focuses on PM fundamentals, decision-making, & high-performance mindset, with a case study on Netflix's pricing strategy.
- **Week 2:** Covers user research and interviews, using Instagram as a teardown example.
- **Week 3:** Explores value propositions and MVPs, with a case study on Dropbox's successful MVP.
- **Week 4:** Discusses vision, roadmaps, and AI tools, with hands-on roadmap planning.

Module Learning Objectives:

- Understand the PM role and make decisions under ambiguity (Netflix case).
- Conduct user research and identify core user needs using tools like JTBD and empathy maps.
- Define MVPs and value propositions (Dropbox case).
- Create vision statements and roadmaps with initial exposure to AI tools.

MODULE 2 (WEEK 5-8)

PMAI102 - Advance Product Management

Advanced Product Management Skills covers design, agile processes, technical foundations, and stakeholder alignment, with case studies like Airbnb and Boeing.

These weeks dive into advanced PM skills, including UX/UI design, agile methodologies, stakeholder management, analytics, monetization, growth, and go-to-market strategies. Each week combines academic theory with practical workshops using tools like Figma, Jira, and Amplitude/Mixpanel, and includes global case studies like Spotify for data-driven decisions.

- **Week 5:** UX/UI fundamentals with Figma for wireframing, case study on Airbnb's design system.
- **Week 6:** Agile and tech foundations, using Jira for sprint simulations, case study on Slack's agile practices.
- **Week 7:** Stakeholder alignment with role-play workshops, case study on Boeing's stakeholder challenges.
- **Week 8:** Cover analytics.

Module Learning Objectives:

- Design and communicate user experiences using wireframes (Airbnb case).
- Manage agile workflows using Jira and collaborate with tech teams (Slack case).
- Align internal stakeholders and manage cross-functional communication (Boeing case).
- Analyze product metrics using tools like Amplitude or Mixpanel.

MODULE 3 (WEEK 9-12)

PMAI201 - Business Strategy and Growth

Business Strategy and Growth focuses on monetization, growth strategies, and GTM, using examples like Slack, Twitter, and Apple.

- **Week 8–12:** monetization (Slack vs. Zoom), growth (Twitter pivot), and GTM (Apple's iPhone launch), with hands-on tools and global examples.

Module Learning Objectives:

- Compare and apply monetization strategies (Slack vs. Zoom).
- Design and analyze growth experiments and pivots (Twitter case).
- Create go-to-market strategies aligned with product and business goals (Apple case).

MODULE 4 (WEEK 13-16)

PMAI202 - AI Fundamentals and Applications in PM

AI Fundamentals and Applications in PM introduces AI basics, tools, and hackathons, with case studies like OpenAI and Tesla.

- **Week 13–14:** AI basics, LLMs, fine-tuning, and tools like ChatGPT, with case studies on OpenAI and Asana.
- **Week 15–16:** Hackathons using AI agents for vibe designing and coding, case studies on Adobe and Tesla.

Module Learning Objectives:

- Understand AI basics including LLMs, fine-tuning, and ethical AI considerations (OpenAI, Asana).
- Use no-code/low-code tools to prototype intelligent features.
- Participate in AI hackathons using AI agents.

MODULE 5 (WEEK 17-20)

PMAI301 - Agentic AI and Ethical Considerations

Agentic AI and Ethical Considerations covers building AI agents, optimization, and ethics, with examples like Zendesk and financial institutions.

- **Week 17–18:** Agentic AI architecture, building, and optimization, with Zendesk as a case study.
- **Week 19:** AI-driven PM tasks, including user research, with tools like Productboard, case study on global PM use.
- **Week 20:** Ethical AI, bias mitigation, and privacy, with financial institutions' AI security as a case study.

Module Learning Objectives:

- Design agentic AI systems that perceive, decide, and act (Zendesk).
- Apply AI tools to standard PM workflows like user research (Productboard).
- Identify and mitigate ethical risks in AI systems (Financial case studies).

MODULE 6 (WEEK 21-24)

PMAI302 - Capstone Projects

These weeks are dedicated to capstone projects, where learners apply their skills to build and present an AI-driven product, guided by both academic and industry mentors.

Module Learning Objectives:

- Build a functional AI-enabled product prototype.
- Apply all learned frameworks from discovery to delivery.
- Pitch their product, supported by data, research, and a GTM plan.

MEET OUR MENTORS

Dr. Sriparna Saha
Associate Professor, IIT Patna

Dr. Sriparna Saha received the M.Tech and Ph.D. degrees in computer science from Indian Statistical Institute Kolkata, Kolkata, India, in the years 2005 and 2011, respectively. She is currently a Faculty Member in the Department of Computer Science and Engineering, Indian Institute of Technology Patna, India. She is the author of a book published by Springer-Verlag. She has authored or coauthored more than 120 papers in reputed journals and conferences including IEEE/ACM transactions, core ranked conferences. Her current research interests include text mining, pattern recognition, natural language processing, multi-objective optimization and biomedical information extraction. Her h-index is 19 and total citation count of her papers is 2200 (according to Google scholar). She is also a senior member of IEEE. She is the recipient of the Lt Rashi Roy Memorial Gold Medal from the Indian Statistical Institute for outstanding performance in MTech (computer science). She is the recipient of the Google India Women in Engineering Award,2008, NASI YOUNG SCIENTIST PLATINUM JUBILEE AWARD 2016, BIRD Award 2016 and IEI Young Engineers' Award 2016, Humboldt Research Fellowship.

Udit Bhatia
IIT Delhi visiting Faculty, Ex Flipkart

Udit Bhatia is a product Manager with 8+ years of experience in B2B and B2C product management across consumer internet and SaaS. Currently leading the engagement and growth strategy at M3 Inc's edtech product, Marrow. Previously managed profitability initiatives at Flipkart and led ML, automation, and chatbot products at Bosch. MBA from IIFT Delhi (top 10% of the batch) and a Bachelor in Technology from IP University, Delhi. Passionate about psychology, mentoring, and public speaking.

YOUR CAREER PATHWAYS

AI Solutions Architect

Growth Product Manager

AI Product Manager

Healthcare AI Strategist

AI Agent Developer

AI Business Analyst

ADMISSION PROCESS

Clear Qualifier Test
You must pass the exam to confirm your seat for the program.

Complete Onboarding
Only shortlisted candidates go through the onboarding 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
Remaining Course Fee (Non-Refundable)	₹51,085	₹6,527 x 9 months
Total Program Fee	₹55,085*	₹62,743*

*GST at 18% extra, as applicable