



**masai**<sup>®</sup>

# **PRODUCT MANAGEMENT AND AGENTIC AI**

## **FROM VISHLESAN i-HUB, IIT PATNA**

# About IIT Patna, Vishlesan i-Hub

**National Innovation Hub:** Vishlesan i-Hub at IIT Patna is part of a national mission, advancing AI in speech, video, and text analytics for sectors like health, education, and security.

**Premier Technical Institute:** IIT Patna is one of India's top engineering institutes, known for its cutting-edge research and strong academic foundation.

**Strong Industry & Research Ecosystem:** With active collaborations, incubators, and innovation hubs, IIT Patna bridges academia and industry to drive real-world impact.

## Why Choose This Course?

- **Industry Immersion:** Visit top tech companies and see how top product teams think, build, and execute.
- **Expert Mentorship & Live Sessions:** Learn directly from top product leaders and AI experts through interactive live sessions.
- **Project-Based Learning:** Work on 20+ real-world projects to build practical, job-ready skills.
- **Agentic AI & Product Mastery:** Learn to build intelligent, self-improving systems using advanced Agentic AI tools and frameworks.
- **Open to All Backgrounds:** No tech or business experience needed—just your curiosity and drive.
- **Industry Readiness\*:** Get interview-focused coaching and AI-powered practice sessions to boost hiring outcomes.

\*CGPA above 5 required



# | What Will You Learn?

This program blends academic rigor with hands-on learning, equipping you with skills in Agentic AI — the next frontier of autonomous systems. Gain expertise in user-centered product thinking, leverage tools and advanced prompt engineering, and work on 20+ real-world projects.

## Toolkit



# | Course Details

**Course Duration**  
6 Months

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

**Certification**  
From Vishlesan i-Hub IIT Patna

# | Course Curriculum

## 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 road mapping. 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 roadmap 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.

# | 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 of Technology from IP University, Delhi. Passionate about psychology, mentoring, and public speaking.



### **Dr. Arun Kumar Verma**

**Associate Professor, Department of Electrical Engineering at Indian Institute of Technology (IIT) Jammu**

Dr. Verma earned his master's and Ph.D. from IIT Delhi, New Delhi, India. He was a visiting professor at Ontario Tech University, Ontario, Canada, during March–July 2024. He was a postdoctoral research fellow (PDF) at the Energy Research Institute (ERI@N), Nanyang Technological University (NTU), Singapore, from 2015–2016. Before joining NTU Singapore, he worked as a visiting graduate researcher (VGR) at the Smart Grid Energy Research Center (SMERC), University of California, Los Angeles (UCLA), California, USA, from 2014–2015. He won the prestigious BASE fellowship for advanced solar energy research in 2014. He was conferred the POSOCO Power System Research Award in 2016. He is an assistant editor of the Head of the Department and a member of the editorial board of the EPE Journal. He was invited by Defence University College, Ethiopia, and Metal Engineering Corporation, Ethiopia, as an instructor for the M.Tech program in Renewable Energy Engineering from 7 May 2016 to 27 May 2016. He is currently managing/completing DST research funding of ₹7 crore, including Mission Innovation (MI), SPARC, ECR, CRG, and SERB. He is also the Mentor Director for a startup, Rishi Agastaya Technologies Pvt. Ltd. Dr. Verma has guided 8 Ph.D. and 16 M.Tech theses. Eight Ph.D. candidates are currently working under him. He is an associate editor for IEEE Transactions on Transportation Electrification.



### **Arun Nandewal**

**Senior Product Manager, Microsoft**

Arun Nandewal, Senior Product Manager at Microsoft, has over 5 years of experience shaping finance and AI commerce platforms. He is skilled in product strategy, stakeholder management, and roadmap execution, with a proven record of scaling billion-dollar platforms that deliver real-world impact. Arun actively mentors aspiring product managers and regularly shares insights on product growth and emerging trends.

# | 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
Programme Fee (Non-Refundable)	₹51,085	₹6,527 x 9 months
Total	₹55,085*	₹62,743*

\*GST at 18% extra, as applicable

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