FUTURE-READY PRODUCT MANAGEMENT WITH APPLIED AI PROGRAM

FROM iHUB DIVYASAMPARK, IIT ROORKEE

About iHUB DivyaSampark, IIT Roorkee

- **iHUB DivyaSampark, IIT Roorkee:** A Section 8, not-for-profit Technology Innovation Hub at IIT Roorkee, established under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS)by the Department of Science & Technology (DST), Government of India.
- **Strong Industry & Research Ecosystem:** With active collaborations, incubators, and innovation hubs, IIT Roorkee bridges academia and industry to drive real-world impact
- **Industry-Focused Learning:** IIT Roorkee maintains strong ties with industries across its campus locations, providing students with opportunities for internships, real-world projects, and networking with business leaders.

Why Choose This Course?

- **Prestigious Certification:** Receive a certificate of completion from iHUB DivyaSampark, IIT Roorkee, recognising your achievement.
- **Campus Immersion:** An optional 3 day campus immersion for direct interaction with industry experts and peers.
- **Future Proof Career Gateway:** Launch into a high-growth, future-proof Product and Project Management career with in-demand skills.
- **Advanced Curriculum:** Master advanced product and project management by leveraging AI, analytics, and agent-based systems, with hands-on experience through real-world tools and a capstone project.
- **Case Based Learning:** Tackle real-world product challenges through case-driven sessions that bridge strategy, user research, and AI integration in modern PM workflows.
- **World Class Faculty:** Learn directly from IIMs, IITs, top-tier faculty and industry experts

What Will You Learn?

Elevate your Product and Project Management skills by building AI-powered solutions, integrating agent workflows, and driving innovation through data-driven strategies. Gain real-world experience with hands-on tools and capstone projects that prepare you to lead modern, tech-driven product teams. Position yourself as a strategic leader ready to navigate the future of technology.

Toolkit

mixpanel   Jira   Confluence

LangChain   Weights & Biases

Course Details

Course Duration
6 Months

Time Commitment
8-10 hours per week

Certification
iHUB DivyaSampark IIT Roorkee

Course Curriculum

Module 1: The PM Mindset & User Discovery

Building a product manager's mindset and mastering user discovery techniques to identify meaningful opportunities.

- **The PM Mindset & Mandate:** Understand the true role of a PM by balancing value, viability, usability, and feasibility.
- **Mastering the Problem Space:** Learn to fall in love with the problem, not the solution, using root-cause analysis and research design.
- **Frameworks for User Empathy:** Apply Frameworks and Empathy Mapping to codify user needs and insights.
- **Vision, Strategy & the North Star:** Learn to define a long-term vision, strategy, and measurable success metric.

Practical Tools: Figma, Notion, Google Sheets, Jira, Slack

Module 2: Solution Design & Stakeholder Alignment

Translating insights into design, documentation, and stakeholder communication for effective alignment.

- **Design Thinking for PMs:** Learn the design sprint process and how PMs collaborate with designers. Learn wireframing and prototyping.
- **Foundations of Usability:** Understand usability laws and run user tests to validate design effectiveness.
- **Stakeholder Management & PRDs:** Master stakeholder alignment, write clear PRDs, and communicate trade-offs. Learn to write user stories, epics etc.
- **Design Systems & Scalable Culture:** Study how top companies scale design systems and avoid stakeholder failure. Get a hold through real life case studies.

Practical Tools: Figma, Jira

Module 3: Agile, Growth & Go-to-Market (GTM)

Leading agile teams, understanding growth levers, and designing business models that scale.

- **Agile, Scrum & Kanban:** Learn agile frameworks, ceremonies, and how PMs manage product delivery.
- **Metrics That Matter:** Identify the metrics that drive growth using Mixpanel and real-world dashboards.
- **Digital Business Models:** Explore SaaS, Marketplace, and E-commerce models and pricing strategies.
- **GTM Strategy & Growth Loops:** Design GTM plans, test growth hypotheses, and launch your first digital MVP.
- **Principles of Great Strategy:** Get hold of product strategy with workshops.

Practical Tools: Jira, Google Analytics, Slack, Mix-Panel.

SEMESTER 2: APPLIED AI IN PRODUCT MANAGEMENT (WEEKS 14–26)

Module 4: AI Foundations & PM Workflows

Building AI literacy to design, evaluate, and integrate AI features within products.
- **AI Concepts for PMs:** Understand LLMs, embeddings, and RAG frameworks in the context of PM workflows.
- **AI Product Strategy:** Learn the trade-offs of building, buying, or integrating AI capabilities.
- **AI as an Ideation Partner:** Use AI to brainstorm, generate features, and improve product documentation. Learn AI product teardown.
- **AI & UX/UI Evolution:** Explore how AI is transforming design systems, personalization, and ethical UX.

Practical Tools: ChatGPT, Claude, Perplexity, MidJourney, DALL·E

Module 5: No-Code AI Product Building

Building functional AI-powered products using no-code and low-code platforms.
- **The No-Code Revolution for PMs:** Learn the principles of no-code development and when to use it.
- **APIs-as-a-Product:** Understand API business models and integration logic using real AI APIs.
- **Building an AI App (Part 1 & 2):** Develop and deploy a working AI app end-to-end using no-code tools.
- **Responsible AI & Safety:** Apply risk and ethics frameworks to ensure AI safety and compliance.

Practical Tools: Airtable, Glide, Zapier, OpenAI API, Bubble

Module 6: Analytics, GTM & Capstone Project

Applying advanced analytics, AI-based insights, and strategic planning to deliver a final integrated capstone.
- **New Metrics for AI:** Learn how to measure AI performance through adoption, accuracy, and cost metrics.
- **Experimentation & Case Studies:** Apply A/B testing and analyze real-world personalization strategies.
- **GTM for AI Products:** Build a launch strategy and learn how to position AI features in the market.
- **Pitching & PM Career Prep:** Create your portfolio, craft a pitch, andprepare for PM interviews.
- **Capstone Project Delivery:** Present your AI-augmented product, GTM plan, and ethics checklist.

Practical Tools: Mixpanel, GA4, Notion AI, PowerPoint, Miro

Capstone Projects

- **Semester 1 Project:** Digital Product Strategy + MVP Plan
- **Semester 2 Project:** AI-Augmented Product Prototype + GTM Plan + Ethics Checklist

Due to the evolving nature of the industry expectations and partner institute feedback, some syllabus aspects may change. Any updates will be communicated during the Inauguration Session(s) or at the start of the relevant module

Our Instructors

Dr. Tapan K. Gandhi
Professor, Electrical Engineering, IIT Delhi

Dr. Tapan K. Gandhi is a Professor of Electrical Engineering and Cadence Chair Professor of AI and Automation at IIT Delhi, also holding joint and adjunct faculty positions at AI schools in IIT Delhi and IIT Jodhpur. He earned his Ph.D. in Biomedical Engineering from IIT Delhi (Project Prakash, MIT, USA), followed by postdoctoral research at MIT. An award-winning INSPIRE Faculty, Dr. Gandhi's pioneering work in computational neuroscience, AI, and machine learning has resulted in over 250 publications in top journals such as Science and Nature, along with numerous global accolades.

Karan Purohit
Founding Member, Saarthi.AI

Karan Purohit, Founding Member at Saarthi.AI, brings over 7 years of expertise in LLMs, NLP, Voice AI, and Computer Vision. He has scaled a B2B SaaS platform from 0 to ₹1 crore+ MRR and built practical AI workflows including voice biometric routing and RAG-based copilots. A passionate trainer and mentor, Karan has delivered sessions to 100+ professionals through leading EdTech platforms.

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.

Anjali Mishra
Product Manager II, Microsoft

Anjali Mishra, Product Manager at Microsoft, drives innovation across Azure Migrate and Azure Arc. She brings expertise in discovery tooling, onboarding flows, and roadmap execution, with a focus on making cloud migration and hybrid infrastructure intuitive and seamless. Anjali's diverse background spans consulting, community-building, and an MBA from IIM Shillong.

Admission Process

Clear Qualifier Test
You must pass the exam to confirm your seat 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 Masai's NBFC Partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹56,000	₹7,156 x 9 months
Total	₹60,000*	₹68,404*

*GST at 18% extra, as applicable