FUTURE–READY PRODUCT MANAGEMENT WITH APPLIED AI PROGRAM

FROM iHUB DIVYASAMPARK, IIT ROORKEE

| About iHUB DivyaSampark, IIT Roorkee

- **iHUB DivyaSampark IIT Roorkee:** DivyaSampark aims to foster research and innovation towards product and technology development and commercialization in CPS, with a strong emphasis on smart devices and smart materials.

- **The Indian Institute of Technology Roorkee:** A legacy of over 175 years. Established in 1847 as India's first engineering college, it became an IIT in 2001, excelling in engineering and technology.

- **Rankings:** IIT Roorkee consistently ranks among the top engineering and research institutions in India. In the NIRF India Rankings 2024, IIT Roorkee was ranked #6 in the 'Engineering' category and #8 in the 'Overall' category.

- **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?

- **Certification from iHUB DivyaSampark, IIT Roorkee:** 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.
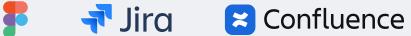
Toolkit

mixpanel   Jira   Confluence

LangChain   Weights & Biases   *& more*

Course Details

Course Duration
6 Months

Time Commitment
8-10 hours per week

Certification
iHUB DivyaSampark IIT Roorkee

Course Curriculum

Module 1:
Product Management Foundations

- Fundamentals & Role of a PM
- Strategic Product Planning
- Market & Opportunity Analysis

Module 2:
Product Design & Development

- Value Proposition & Feasibility
- Design Strategy & Monetization
- MVP to Prototype Execution

Module 03:
Product Delivery & Leadership

- Technology & Release Management
- Agile Execution & Project Management
- Stakeholder Engagement & Ethics

Module 4:
AI & Data Foundations for Product Managers

- AI Fundamentals
- Data-Driven Decision Making
- Market & Product Analytics

Module 5:
Product Metrics, Prompting, and Agent Frameworks

- Product Metrics & Experimentation
- Prompt Engineering & RAG
- Agent Frameworks & Multi-modal Tools

Module 6:
AI Product Deployment & Capstone Execution

- No-code & Low-code AI Development
- AI Product Lifecycle & LLMOps
- Responsible AI & Capstone

Our Instructors

Karan Purohit
Founding Member : AI Product Manager

Karan Purohit, Founding Member, Saarthi.AI, 7+ years of expertise in LLMs, NLP, Voice AI &Computer Vision, Scaled B2B SaaS platform from 0 to ₹1Cr+ MRR, Built practical AI workflows: voice biometric routing, RAG-based copilots, Passionate trainer & mentor — delivered sessions to 100+ professionals via leading EdTech platforms

Arun Nandelwal
Senior Product Manager, Microsoft

Arun Nandelwal, SPM Microsoft, 5+ years shaping finance & AI commerce platforms, Skilled in product strategy, stakeholder management & roadmap execution, Experienced in scaling billion-dollar platforms with real-world impact, Actively mentors aspiring PMs; shares insights on product growth & trends

Anjali Mishra
Product Manager 2, Microsoft

Product Manager, Microsoft Driving innovation in Azure Migrate & Azure Arc at Microsoft, Expertise in discovery tooling, onboarding flows & roadmap execution, Focused on making cloud migration & hybrid infra intuitive & seamless, Diverse background in consulting, community-building & 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
Remaining Course Fee (Non-Refundable)	₹56,000	₹7,156 x 9 months
Total Program Fee	₹60,000 + GST*	₹68,404 + GST*

*GST at 18% extra, as applicable