



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?

- **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

SEMESTER 1: CORE PRODUCT MANAGEMENT (12 WEEKS)

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 3: Product Delivery & Leadership

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

SEMESTER 2: ADVANCED PRODUCT MANAGEMENT, ANALYTICS & AI (12 WEEKS)

• 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, Saarthi.AI

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 Nandewal
Senior Product Manager, Microsoft

Arun Nandewal, 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 II, 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*	₹68,404*

*GST at 18% extra, as applicable

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