PGDM in
PRODUCT MANAGEMENT

Approved by AICTE

ISBR
Business School
REAL WORLD. REAL LEARNING.

NBA
NATIONAL BOARD
OF ACCREDITATION

PLATINUM
Institute

in association with

Institute of
PRODUCT
LEADERSHIP

PGDM in Product Management is a 2 year AICTE approved postgraduate program that is globally validated and industry accepted. Unlike general management programs, you learn the general principles of management, business and leadership but also specialize in new age product skills which demands a premium in this age of digital transformation.

The PGDM program in Product Management is industry specific experiential program focusses on building skillsets to not only meet but exceed industry expectations.

INDUSTRY ROLES - OPPORTUNITIES

Associate Product Manager | Product Analyst | Product Owner | Product Manager | Senior Product Manager | Group Product Manager | CEO

Who is this PGDM in Product Management for?

Just like you, we are very choosy! We only admit the best to join the program because once you are in, we are responsible for your success!

1. Fresh graduates who aspire to have a career in product management
2. Early stage professionals keen on a Product careers
3. Working executives seeking to transition into the Product function

Why PGDM in Product Management ?

A product manager's job is all about solving problems for people. If your life has led you to creative thinking, problem-solving, and curiosity, it's quite possible product management is the perfect career choice and you'd be a perfect fit for a role where you can practice, learn and grow.

According to one survey, there are 1.8 million product managers in the United States vs 60K Product Managers in India. The demand for Product Managers in India is expected to skyrocket in the next 5 years.

PROGRAM HIGHLIGHTS

Experiential Learning through Innovation LabsTM & Skill Labs™

Modular Curriculum that focusses on New-Age Skills

Hands-on Learning

Practitioners as Faculty

Career Path Planning

CORE COURSES

- Product Management Fundamentals
- Value Proposition Design
- Product Design
- Agile Product Management
- Digital Product Management
- Lean Entrepreneurship with Innovation Labs ™

ADVANCED COURSES

- Art of StoryTelling
- Product & Growth Marketing
- Product Strategy
- Product Finance
- Product Analytics

LEARNING OUTCOMES

Gain market ready competencies in managing cutting-edge products	Employ agile and lean methods to design, build and take-to-market winning products	Segment markets, identify opportunity arenas, and conceptualize value propositions
Use iterative processes to build and deliver superior value to target users	Craft competitive product strategies to win in markets and generate profits	Leverage use cases to map market and user contexts to design and deliver value
Use data insights to delight users and constantly up value delivery	Document product roadmaps to achieve product-market fit followed by rapid adoption	Champion the voice of customers using depth driven research and prototype with a rapid pace

ABOUT IPL

Founded in 2012, the Institute of Product Leadership is India's first B-School for technology managers, focusing exclusively on Product Leadership with the aim of transforming technology executives into future product managers and industry leaders. Product Management has many definitions but most experts will agree that it is essentially the art and science of delivering delighting solutions to real market problems and doing so rather predictably.

DELIGHTED CLIENTS

SELECTION CRITERIA

Application Process

- Apply online: www.isbr.in
- Application Cost: INR 1000.00

Eligibility:

- Graduates, working professionals with a minimum aggregate marks of 50% in graduation (45% in case of SC/ ST)
- A high score in GMAT/GRE/CAT/XAT/NMAT/ MAT/CMAT or ISBR Aptitude Test is desired

Selection Process

- Micro Presentation
- Personal Interview

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