

PRODUCT MANAGEMENT

STARTS MAY 16, 2022
12 WEEKS | ONLINE



Overview

What if you could steer organisations in the right direction, guide decision-making, and adapt the vision according to changing customer needs?

- ISB Executive Education's **Product Management** programme will help you with a structured approach to managing entire product life cycle
- Ideate, test, and launch products that customers love and are always ahead of the competition
- Learn competition analysis, roadmapping, prototyping, A/B testing and much more
- Get access to Emeritus Career Services, which empowers you to manage your career proactively.

Leverage effective product management for competitive advantage



Who is this Programme for?

This cutting-edge programme is for:

- Individuals who are looking to transition into the field of Product Management and are looking to strengthen their foundations so that they start strong in this career
- Mid and senior-level managers who want to manage new and mature products, from conception to execution and measure performance to drive profitability
- Business heads and entrepreneurs who want to spearhead the usage of product strategies in their organisation and drive product-focused decision-making and planning

Programme Highlights

143

Recorded Videos from renowned ISB faculty

34

Assignments* and Quizzes

4

Case Studies

8

Discussion Boards

11

Live Online Sessions with Industry Practitioners

3

Emeritus Career Services Workshops with Job Placement Assistance

**Assignments are graded either by industry practitioners who are available to support participants in their learning journey and/or by the Emeritus grading team.*

**The final number of quizzes, assignments and discussions will be confirmed closer to the programme start.*

Why ISB Executive Education's Product Management?



Create disruptive positioning for a product in the market to change customer perception



Understand the importance of customer needs to develop an effective product



Gain actionable insights from industry-oriented curriculum and real-world examples



Learn via recorded videos from renowned ISB faculty, and live online sessions with Emeritus Programme Leaders

Programme Faculty



Dr Rajendra Srivastava

Novartis Professor of Marketing Strategy and Innovation, Marketing

The former Dean of the Indian School of Business (ISB), Professor Srivastava comes with over 30 years of experience as an academic and administrator. Before joining the ISB, he was Provost and Deputy President of Academic Affairs at Singapore Management University. His research interests include marketing strategy, marketing metrics, and customer management. He is an award-winning, highly cited scholar with work published in leading marketing journals.



Manish Gangwar

Associate Professor, Marketing
Associate Dean – Research and RCI Management;
Executive Director- IIDS

Prof. Gangwar is the Executive Director of the Institute of Data Science and Business Analytics programme at ISB. He holds a PhD in Management Science from the University of Texas at Dallas. His research interests include exploring marketing, product, and technology issues using quantitative models. His research articles have been published in leading academic journals, books' chapters, and popular media. He was also recognised as one of the most prominent data science academicians in India.



Siddharth S. Singh

Associate Professor, Marketing

Prof. Singh heads The Media Hub, ISB's initiative for excellence in media research. He was also the first director of the Fellow Programme in Management, ISB's doctoral programme. He has a PhD (Marketing) from the J. L. Kellogg School of Management, Northwestern University, and an MBA (Marketing and Finance) from the University of Illinois at Urbana-Champaign. His research interests focus on exploring a firm's ability to achieve sustainable competitive advantage. He has co-authored three textbooks with Prof. Noel Capon for MBA students and business executives.

Programme Modules

This three-month certificate programme will offer you a comprehensive understanding of product design, development, positioning, branding, and distribution using hands-on industry examples and case studies. This programme will provide you with the contemporary and technical knowledge vital for product management through:



Prescribing product-based business strategies



Aligning insights generated by deploying associated technical process designs



Learning from real-world case studies across multiple domains

Module 1: Product Development and Management: Key Concepts and Principles

- Linking Innovation, Product and Growth Strategy
- Mindset for Successful Product and Brand Manager
- Evolution of Product Management Product Concept and Key Drivers
- Product Life-cycle
- Layout a Framework /Roadmap for Rest of the Programme

Module 2: Product Development Process

- Design Thinking and Product Development Process
- Customer Needs and Behavior
- Role of Marketing in the Product Development Process
- Creating Superior Value for Customers

Module 3: Market Structure Analysis and Opportunity Identification

- Market Definition and Potential Assessment
- User Persona and Journey Mapping
- Segmentation and Targeting

Module 4: Competitive Positioning and its Role in Product Design

- Competitor Mapping and Analysis
- Importance of Positioning Strategy, How to Position for Market Advantage, and How to Create Disruptive Positioning Strategies
- Positioning for Market Advantage
- Understanding Disruptive Positioning
- Communication

Module 5: The Product Development Process; A/B and A/A testing, MVP and Growth Hacking

- The Product Development Process Revisited: When should you Expedite the Process and How?
- Understanding the Framework of Opportunity Cost and Development Risk
- Understanding Product Market Fit and Product Company Fit
- Experimentation for Product Validation, A/B Testing and A/A Testing
- Understanding Minimum Viable Product and Growth Hacking

Module 6: Concept Development and Testing

- Concept Testing
- Defining Research Objective
- How Digital Technologies are Changing New Product Development Due to the Long Tail Effect
- Market Potential Assessment and Sales Forecasting

Module 7: Understanding Consumer Preferences

- Kano Analysis
- Factor Analysis
- Paired Comparison and Max Diff

Module 8: Product Solution Design

- Conjoint Analysis
- Designing a Conjoint Survey
- Preference Assessment
- Simulation and Market Share Estimation

Module 9: Willingness to Pay and Price Setting

- Common Pricing Approaches
- Measuring WTP
- Setting the Pricing Level
- Role of Cost

Module 10 A: Product Positioning and Branding

- Innovating Beyond the Product
- Building Brands - Brand Ladder and Brand Health, Consumer and B2B and B2C, Customer Equity vs. Brand Equity
- Role of Marketing and Brand Strategy, Why Brands matter: Pricing Power

Module 10 B: Managing Distribution and Pricing

- Managing Profitability, Managing Distribution Relationships
- Price Position Against Distributor's Private Labels
- Managing Trade Incentives and Discounts, Role of Brands in eCommerce
- Pricing Solutions, Dynamic Pricing, Product Platforms

Module 11: Managing Product Performance and Metrics

- AARRR Framework for Product Performance
- ROMI - Return on Marketing Investments
- Fine-Tuning Strategy Across Geographical Product-Markets
- Strategic Metrics (Growth and Resilience)

Key Programme Takeaways

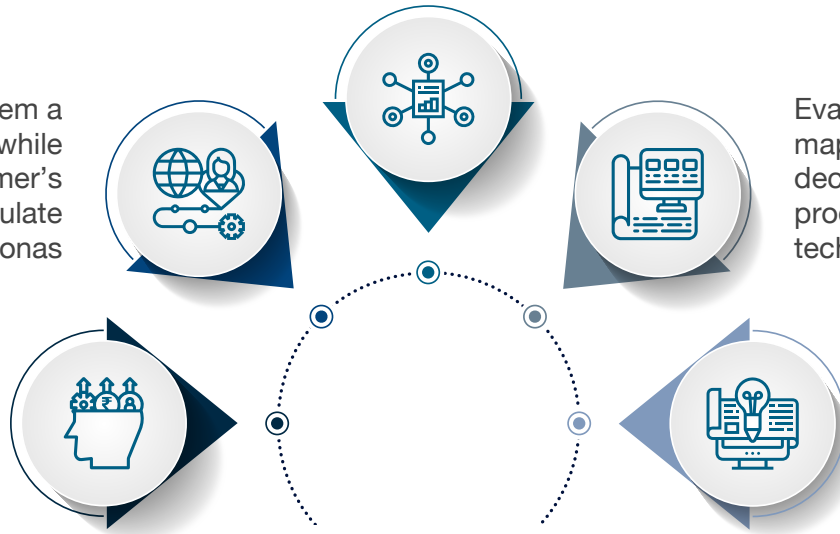
Analyse strategies and frameworks for developing, marketing, and selling a product

Define the problem a product will solve while mapping the customer's journey and articulate user personas

Evaluate product road mapping and prototyping decisions using various product management techniques and practices

Develop a product mindset needed to bring viable products (or services) to market

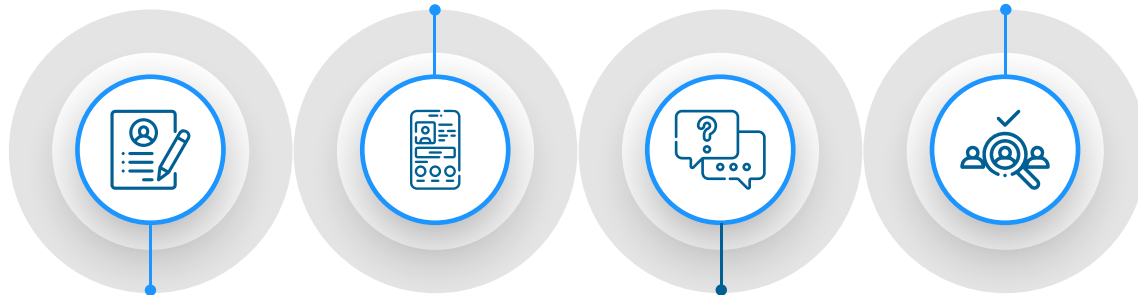
Outline a plan to create a competitive scalable product using key product development strategies and frameworks



Emeritus Career Services

Building an Impressive LinkedIn Profile (Group Session)

Job Placement Assistance



Building an Impressive Resume (Group Session)

Interview Preparation (Group Session)

- Placement Assistance from partner companies are published, applied to, and tracked to success via an online platform
- Past participants of Emeritus work at Microsoft, ICICI Bank, Infosys, HDFC, AirBnB, TCS, Ola, Flipkart, JSW, Wipro, Honeywell, JP Morgan, Reliance Jio, Mahindra, Gartner, Accenture, Cognizant, amongst others

Note:
- This service is available only for Indian residents enrolled into select Emeritus programmes.
- ISB Executive Education or Emeritus do NOT promise or guarantee a job or progression in your current job. Career Services is only offered as a service that empowers you to manage your career proactively. The Career Services mentioned here are offered by Emeritus. ISB Executive Education is NOT involved in any way and makes no commitments regarding the Career Services mentioned here.

Certificate

Upon successfully completing the programme with a minimum 70% score, you will be awarded a certificate in Product Management from ISB Executive Education.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of ISB Executive Education.

ISB Executive Network

Upon successful completion of the programme, participants will be a part of the ISB Executive Network. Benefits include:

- ISB Newsletters with the latest updates
- Learning and Networking opportunities via CEE Network Group on LinkedIn
- Exclusive invitations to Online and Offline events like Webinars, Conferences, Master Classes, etc
- Scope to facilitate as a Guest Speaker at ISB Executive events
- Preferential pricing with 10% discount on course fee on CEE Open programmes
- Upgrade to ISB Executive Alumni Group with 100+ learning hours

Learning Journey



Orientation Week

The first week is orientation week. During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system and other learning tools provided.



Weekly Goals

On other weeks, you have learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.



Flexible and Convenient Online Learning

Learn online via recorded videos from top ISB faculty in a high-impact three-month journey with a learning commitment of 4-6 hours/ week.



Debrief Sessions

The programme features weekly live online sessions with industry practitioners who are available to help you clarify your doubts pertaining to the content. Assignments are graded either by industry practitioners and/or by the Emeritus grading team.



Timely Follow up and Learning Support

The Emeritus Programme Support team will follow up over emails and phone calls with learners who are unable to submit their assignments on time.

Programme Details



ELIGIBILITY
Any Graduate/
Diploma holder



DURATION
12 WEEKS
4-6 hours/ week



**PROGRAMME
START DATE**
May 16, 2022

Programme Details

Programme Fee INR 1,20,000 + GST

Instalment Schedule

	Remarks	Fee
Instalment 1	Within 7 days from the date of selection	INR 28,800 + GST
Instalment 2	June 20, 2022	INR 45,600 + GST
Instalment 3	July 20, 2022	INR 45,600 + GST

Note: GST (currently @ 18%) will be charged extra on these components.



A great product manager has the brain of an engineer, the heart of a designer, and the speech of a diplomat.

- Deep Nishar
Senior Managing Partner,
SoftBank Investment Advisers



About



The Indian School of Business (ISB)

The Indian School of Business (ISB) evolved from the need for a world-class business school in Asia. ISB is committed to creating business leaders through its innovative programmes, outstanding faculty and thought leadership. It has gained the unique distinction of receiving accreditation from the Association of MBAs (AMBA), making it the 100th School in the world to achieve the 'triple crown' of accreditations from AMBA, EFMD Quality Improvement System (EQUIS), and the Association to Advance Collegiate Schools of Business (AACSB). Accreditation from AMBA represents the highest standard of achievement in post-graduate business education. ISB Executive Education conducts programmes for working professionals that are designed to provide timely learning interventions that help them upskill and progress in their careers, while impacting the organisations that they operate in. Programmes are available across multiple business and functional areas, for different seniority levels, at various locations.

Emeritus

ISB Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives ISB Executive Education the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of ISB Executive Education. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses



Apply for the programme here

[APPLY NOW](#)



[WhatsApp an Advisor on +91 7208889990*](#)

**This number does not accept any calls. Please message your queries.*

For registration and any other information,
please get in touch with us at isb.execed@emeritus.org

In collaboration with



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