



Build your Product career with

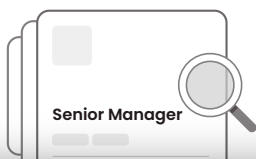
Executive Program in Data-Driven Product Management

6 Months Roadmap • 8-10 hrs/week • Certified by IIM Ranchi

The #1 Fastest-Growing Career Field in 2026

1.3M+

New Tech & Product Roles
Globally by 2030



₹8–48 LPA

Salary Range by
Experience



23%

India Tech Startup Funding
Growth in 2025



INDUSTRIES HIRING

 IT & SaaS

 Fintech & BFSI

 E-commerce & Retail

 Ed Tech

 Media & Entertainment

 Logistics & Supply Chain

 Healthcare

TOP RECRUITERS

Google

Microsoft

amazon

SWIGGY

Razorpay

freshworks

CRED

zepto

meesho

ZOHO

PhonePe

Sources: WEF Future of Jobs Report 2025; Glassdoor India – Product Manager Salaries (April 2026); NASSCOM – India Tech Startup Report 2025

CAREER ROADMAP

Foundation

MODULE 1

Becoming a Product Manager

Understand what PMs do, how they work with teams, and core PM vocabulary.

Professional curiosity • Stakeholder awareness

MODULE 2

AI Fundamentals for Product Managers

Understand what AI can and cannot do, and which PM tasks are worth handing to it.

Informed skepticism • Decision ownership

MODULE 3

Product Discovery & Research

Conduct user interviews, synthesize insights, and validate an idea before it is built.

Empathy • Structured observation

MODULE 4

Spreadsheets for PMs

Clean, summarize and reconcile product data in Sheets, and run a weekly KPI tracker.

Structured thinking • Attention to detail

MODULE 5

Product Thinking & Metrics

Interpret product performance, define north-star metrics, and design experiments that prove impact.

Systems thinking • Analytical rigor

Toolkit

GOOGLE SHEETS

GOOGLE DOCS

OTTER

CHATGPT

GOOGLE ANALYTICS 4

Roles

Unlocked:

Product Analyst Intern

Product Analytics Intern

Product Operations Associate

Junior Product Analyst



"This foundation builds exactly what early PMs need – product thinking, data fluency, and AI-assisted workflows. It's practical, tool-first, and designed to get learners job-ready from day one."

Arun Nandewal
Senior Product Manager



CAREER ROADMAP

Core Expertise

MODULE 6

Product Strategy, Roadmaps & Execution

Build product strategy, prioritize under constraints, and take a roadmap through to delivery.

Strategic thinking • Decision-making under constraints

MODULE 7

Build & Ship with GenAI

Write PRDs, user stories, and use GenAI to accelerate PM execution workflows.

Execution discipline • Structured communication

MODULE 8

SQL for Product Questions

Query and join data to answer real product questions about drop-offs and retention.

Logical reasoning • Problem decomposition

MODULE 9

Dashboards & Insight Communication

Build simple dashboards and convert analysis into clear stakeholder recommendations.

Visual storytelling • Communication clarity

Toolkit

JIRA

FIGMA

LOVABLE

DB FIDDLE

LOOKER STUDIO

Roles

Unlocked:

Junior Product Analyst

Product Strategy Associate

Product Growth Analyst

Growth and Product Analytics Intern

Associate Product Manager



"From understanding users to building roadmaps, this curriculum covers the decisions PMs make every week. The problem-framing and prioritization modules alone are worth the entire program."

Arun Nandewal
Senior Product Manager



CAREER ROADMAP

Industry Readiness Specialisation

MODULE 10

AI for PM Workflows

Use GenAI for research, prototyping, metric interpretation, and insight writing responsibly.

Responsible judgment • Adaptive thinking

MODULE 11

Managing AI Products

Specify, evaluate, guard and cost a product feature that is powered by AI.

Risk awareness • Commercial judgment

MODULE 12

AI Agents & Workflows with n8n

Spot repetitive work and build AI automations that run reliably behind your approval.

Process thinking • Operational discipline

MODULE 13

Capstone Project

Build an end-to-end portfolio project from discovery to roadmap to measurement plan.

End-to-end ownership • Professional confidence

Toolkit

NOTEBOOKLM

N8N

GOOGLE SLIDES

Roles

Unlocked:

Associate Product Manager

Product Strategy Associate – AI Products

AI Product Analyst

Associate Product Manager – AI Products

AI Product Manager

Product Manager

Junior Product Manager



"GenAI is now part of every PM's toolkit. This specialization bridges the gap between knowing product management and shipping AI-powered products - exactly what the market is hiring for in 2026."

Arun Nandewal
Senior Product Manager



INDUSTRY READINESS

Industry readiness is built in, not bolted on.

Placement Opportunity via Masai

Eligibility: 75% live
attendance & overall
70% marks



2 Days Campus Immersion at IIM Ranchi



Offline Assessment



Capstone
Project Casestudy

Industry-Endorsed Capstone Project



Certificate from IIM Ranchi

70% attendance (live + recorded)
& 40% marks

Learn from World Class Faculty



Meet Your Instructors



Dr. Aditya Shankar Mishra

Associate Professor, Marketing

12+ Yrs | Brand Management | Marketing Analytics | Consumer Behavior

PhD in Marketing with publications in leading journals; visiting fellow at University of Toledo; prior experience at ICICI Prudential and HDFC Bank.



Dr. Subhro Sarkar

Assistant Professor, Marketing

PhD | Consumer Behavior | Digital Marketing | Retail

PhD in Marketing from IIM Rohtak with publications in leading journals; teaches digital marketing and research methods; expertise in online and mobile commerce.



Arun Nandewal

Product Manager, Microsoft

8+ Years | AI Products | Financial Infrastructure | Product Strategy

Builds AI-powered financial systems at Microsoft; featured at Google I/O and Microsoft Ignite; MBA from IIM Ahmedabad.

Note: Instructors teaching your batch may change based on specific module expertise, or circumstances such as personal emergencies, unavailability, etc.

OUR ACADEMIC PARTNER

IIM Ranchi

The Indian Institute of Management Ranchi (IIM Ranchi) is a nationally recognised management school that develops ethically grounded, innovation-minded leaders through a blend of rigorous academics, applied research, and industry partnerships. The institute emphasises experiential learning, multidisciplinary perspectives, and entrepreneurship to prepare graduates for complex, global business challenges.

Key Highlights

Ranked **#18** nationally (NIRF 2025)
among top management institutes

Offers **future-ready**, multidisciplinary
learning aligned with NEP

Promotes **entrepreneurship**
& **social impact** via E-Cell and
start-up initiatives

Builds **global perspective** through
research centres and international
partnerships



Admission Process



Submit Application

Complete application form to showcase your motivation and goals



Complete Selection and Enrolment Session

Only shortlisted candidates go through the counselling process



Start Learning

Learn from India's top educators and stand out from the crowd

Fee structure

Application Fee Non-refundable		₹100
Registration Fee		₹4,000
Program Fee		₹76,000
Total Fee		₹80,000 + GST
Upfront Payment		₹90,400*
Instalments	Instalment 1	Instalment 2
	₹35,000	₹55,400
EMI via NBFC Partners		₹16,875 per month × 6

*Inclusive of GST

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