



Certification in Product Management with Applied AI Program from iHUB DivyaSampark, IIT Roorkee

About iHUB DivyaSampark, IIT Roorkee

- **iHUB DivyaSampark, IIT Roorkee:** A Section 8, not-for-profit Technology Innovation Hub at IIT Roorkee, established under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS) by the Department of Science & Technology (DST), Government of India.
- **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.
- **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
- **Placement Opportunities**: Receive resume reviews, career coaching, and placement support to land your dream role. (Eligibility: 70% marks and 65% attendance)

**Eligibility: Minimum 70% overall attendance and 40% marks in cumulative evaluations score*

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

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 (WEEKS 1–12)

Module 1: The PM Mindset & User Discovery

Building a product manager's mindset and mastering user discovery techniques to identify meaningful opportunities.

- **The PM Mindset & Mandate:** Understand the true role of a PM by balancing value, viability, usability, and feasibility.
- **Mastering the Problem Space:** Learn to fall in love with the problem, not the solution, using root-cause analysis and research design.
- **Frameworks for User Empathy:** Apply Frameworks and Empathy Mapping to codify user needs and insights.
- **Vision, Strategy & the North Star:** Learn to define a long-term vision, strategy, and measurable success metric.

Practical Tools: Figma, Notion, Google Sheets, Jira, Slack

Module 2: Solution Design & Stakeholder Alignment

Translating insights into design, documentation, and stakeholder communication for effective alignment.

- **Design Thinking for PMs:** Learn the design sprint process and how PMs collaborate with designers. Learn wireframing and prototyping.
- **Foundations of Usability:** Understand usability laws and run user tests to validate design effectiveness.
- **Stakeholder Management & PRDs:** Master stakeholder alignment, write clear PRDs, and communicate trade-offs. Learn to write user stories, epics etc.
- **Design Systems & Scalable Culture:** Study how top companies scale design systems and avoid stakeholder failure. Get a hold through real life case studies.

Practical Tools: Figma, Jira

Module 3: Agile, Growth & Go-to-Market (GTM)

Leading agile teams, understanding growth levers, and designing business models that scale.

- **Agile, Scrum & Kanban:** Learn agile frameworks, ceremonies, and how PMs manage product delivery.
- **Metrics That Matter:** Identify the metrics that drive growth using Mixpanel and real-world dashboards.
- **Digital Business Models:** Explore SaaS, Marketplace, and E-commerce models and pricing strategies.
- **GTM Strategy & Growth Loops:** Design GTM plans, test growth hypotheses, and launch your first digital MVP.
- **Principles of Great Strategy:** Get hold of product strategy with workshops.

Practical Tools: Jira, Google Analytics, Slack, Mix-Panel.

SEMESTER 2: APPLIED AI IN PRODUCT MANAGEMENT (WEEKS 14–26)

Module 4: AI Foundations & PM Workflows

Building AI literacy to design, evaluate, and integrate AI features within products.

- **AI Concepts for PMs:** Understand LLMs, embeddings, and RAG frameworks in the context of PM workflows
- **AI Product Strategy:** Learn the trade-offs of building, buying, or integrating AI capabilities
- **AI as an Ideation Partner:** Use AI to brainstorm, generate features, and improve product documentation. Learn AI product teardown
- **AI & UX/UI Evolution:** Explore how AI is transforming design systems, personalization and ethical UX

Practical Tools: ChatGPT, Claude, Perplexity, MidJourney, DALL-E

Module 5: No-Code AI Product Building

Building functional AI-powered products using no-code and low-code platforms

- **The No-Code Revolution for PMs:** Learn the principles of no-code development and when to use it
- **APIs-as-a-Product:** Understand API business models and integration logic using real AI APIs
- **Building an AI App (Part 1 & 2):** Develop and deploy a working AI app end-to-end using no-code tools
- **Responsible AI & Safety:** Apply risk and ethics frameworks to ensure AI safety and compliance.

Practical Tools: Airtable, Glide, Zapier, OpenAI API, Bubble

Module 6: Analytics, GTM & Capstone Project

Applying advanced analytics, AI-based insights, and strategic planning to deliver a final integrated capstone

- **New Metrics for AI:** Learn how to measure AI performance through adoption, accuracy, and cost metrics
- **Experimentation & Case Studies:** Apply A/B testing and analyze real-world personalization strategies
- **GTM for AI Products:** Build a launch strategy and learn how to position AI features in the market
- **Pitching & PM Career Prep:** Create your portfolio, craft a pitch, and prepare for PM interviews
- **Capstone Project Delivery:** Present your AI-augmented product, GTM plan and ethics checklist

Practical Tools: Mixpanel, GA4, Notion AI, PowerPoint, Miro

Capstone Projects

- **Semester 1 Project:** Digital Product Strategy + MVP Plan
- **Semester 2 Project:** AI-Augmented Product Prototype + GTM Plan + Ethics Checklist

Projects

Onboarding Funnel Audit & Wireframe

Take PhonePe's public onboarding flow — download from the Play Store, screenshot every step. Map the funnel, identify five friction points using public reviews as evidence, write a one-pager prioritising three fixes by impact-vs-effort, and ship Figma wireframes for the top fix. This is what a Product Analyst portfolio piece actually looks like.

Decision Output: A prioritised three-fix recommendation with wireframes ready for design review.

AI Personalised-Stylist Spec

Write the complete spec for an AI-powered 'Personalised Stylist' feature on Myntra. Define the ML/LLM evaluation approach, the data needs, fallback behaviour when the model is uncertain, ethical considerations (recommendation diversity, body positivity), and the rollout plan. Then defend it in a live panel review — the closest dress rehearsal for a Senior PM interview loop.

Decision Output: A defensible AI-feature spec ready for cross-functional review with engineering, design, and legal.

Due to the evolving nature of the industry expectations and partner institute feedback, some syllabus aspects may change. Any updates will be communicated during the Inauguration Session(s) or at the start of the relevant module

Meet our Instructor Team



Ashwin Goyal

AI Product Manager, HRS Group
Ex-Udaan | IIT-Ropar

Ashwin Goyal builds generative AI products for the travel tech industry while sharing his expertise through teaching, podcasting, and mentoring. Skilled in SQL, Python, product analytics, and machine learning, he has contributed to AI projects at a Silicon Valley startup and pioneered non-core career coaching initiatives. Ashwin holds a B.Tech from IIT Ropar and is passionate about product management, analytics, and venture capital.



Ankush Panday

Product Manager, Payme | Founder, AI PM Academy

Ankush's work focuses on advancing excellence in Product, driving impactful research and industry-oriented applications. As a seasoned industry professional, Ankush actively mentors learners and contributes to high-quality projects across the domain.



Karan Purohit

Founding Member, Saarthi.AI

Karan's work focuses on advancing excellence in Product, driving impactful research and industry-oriented applications. As a seasoned industry professional, Karan actively mentors learners and contributes to high-quality projects across the domain.



Anuttam Grandhi

**Product Manager, Flipkart | Founder, SRMbyAG
Ex-BigBasket | Mentor- B School Placements**

As a seasoned industry professional, Anuttam actively mentors learners and contributes to high-quality projects across the domain.



Ashay Sinha

**Senior Product Manager, Adobe | IIM Bangalore | IIT (ISM)
Ex-Microsoft, BCG, Samsung Research**

Ashay's work focuses on advancing excellence in Product, driving impactful research and industry-oriented applications. As a seasoned industry professional, Ashay actively mentors learners and contributes to high-quality projects across the domain.



Vignesh Raja

**Mentor to Founders | Strategy Consultant
tBusiness Intelligence Specialist**

Vignesh Raja is a seasoned strategy consultant with over 19 years of experience in business research, analytics, and strategic advisory across diverse sectors including chemicals, pharmaceuticals, consumer goods, e-commerce, and mobility. Having worked with both corporates and startups, he brings deep insights into market intelligence, competitive positioning, pricing strategy, and go-to-market planning. He is passionate about enabling growth through data-driven decision-making and purposeful networking. As a professional speaker and lifelong learner, Vignesh actively mentors entrepreneurs and business leaders, making him a valuable guide for early-stage founders looking to build with clarity, focus, and real-world industry context.



Udit Bhatia

Principal Product Manager, M3
Ex-Flipkart | Visiting faculty, IIT D

Udit Bhatia is a product Manager with 8+ years of experience in B2B and B2C product management across consumer internet and SaaS. Currently leading the engagement and growth strategy at M3 Inc's edtech product, Marrow. Previously managed profitability initiatives at Flipkart and led ML, automation, and chatbot products at Bosch. MBA from IIFT Delhi (top 10% of the batch) and a Bachelor in Technology from IP University, Delhi. Passionate about psychology, mentoring and public speaking.



Achin Gupta

Director of Product, Awign

Achin's work focuses on advancing excellence in Product, driving impactful research and industry-oriented applications. As a seasoned industry professional, Achin actively mentors learners and contributes to high-quality projects across the domain.



Parth Dixit

Senior Product Manager, Tata 1mg
Ex-Flipkart

Parth's work focuses on advancing excellence in Product, driving impactful research and industry-oriented applications. As a seasoned industry professional, Parth actively mentors learners and contributes to high-quality projects across the domain.

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

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	₹58,000
Total Fee	₹62,000 + GST

Upfront Payment
₹69,160*

EMI via NBFC Partners
₹8,837/month × 9

**Inclusive of GST | All payments are non-refundable. This policy ensures the sustained quality and provision of our services*

WhatsApp: +91 8792974750
Email: ihubiitr.programs@masaischool.com