



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



TRANSITIONING TO PRODUCT MANAGEMENT



Programme Director: Prof. Priya Seetharaman



Programme Dates: September 19 - 22, 2024



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

In the last decade, Product Management has become a primary functional role in technology organizations. Several firms like Google, Apple, Adobe, Tesla, have grown to great heights due to a primarily product-management-driven culture. Product Management is so central to success that even erstwhile engineering-centric organizations like Cisco and Oracle have fully embraced Product Management and have made deepened the role in their product design and delivery process.

Product management in general, and in technology industry in particular, is considered both a science as well as an art. As a discipline, product management does not have well defined boundaries, and there is great variation in the definition of this role across different organizations. No wonder this role is often equated to a “mini CEO”, given its cross-functional span and overall responsibility for making a product successful - very similar to the role of a CEO. The Product team is increasingly playing a key role in making product strategy decisions and driving the business outcomes of the organization, transitioning from the sole technology- and engineering focus that they had earlier.

Adding to its appeal are the learning opportunities that can potentially fast-track one’s career progression, not just within but also outside the organization. Product Management roles gear up many people to embark on even more responsible roles and endeavours such as entrepreneurship. Increasingly, organisations are looking for high-performing individuals from technology, engineering, and marketing functions to take on product management roles.

This Programme is designed to provide deeper insights into the expectations from a product manager, along with practical tools and frameworks, using real-life case studies, to better prepare individuals from diverse backgrounds to pitch for and transition to the role of a Product Manager.

OBJECTIVES

This programme will guide the participants through a detailed understanding of the role of a product manager in technology organisations. It will help understand the hard and soft skills required to effectively perform in this role, along with the various tools and techniques used through the lifecycle of any digital product.

The programme aims to make product management concepts easier to understand for the aspiring product managers at all levels in an organisation, and to make a convincing pitch for such an opportunity.

Finally, this programme attempts to set the participants up for success by helping them hit the ground running during the transition phase.



PEDAGOGY

Delivery would be through a balanced mix of experience sharing, classroom lectures, discussions, case studies, and reflections on real-life corporate examples. Lecture inputs are primarily drawn from practical experiences in the industry. Discussions will be experiential and interactive through individual and/or group presentations, role plays, and/or in-class exercises.



WHO MAY ATTEND

This Programme is designed for aspiring product management professionals seeking to fast-track their career by undertaking the highly entrepreneurial discipline of product management.

The Programme invites individuals with more than 3 years of experience in technology industry or in technology roles, from diverse functions such as project, Programme or people management, technology development/engineering, architecture, testing/validation/DevOps, etc.



KEY TOPICS

The Programme intends to cover broad working knowledge of the role of the product manager, frameworks used to define product strategy, tools used in day-to-day execution, covering the following areas:

- Demystifying product management
- Key concepts in product management
- Developing a product strategy
- Creating Product Roadmaps
- Frameworks for strategic decision making and execution
- Product metrics - determination and analysis
- Multiple case studies of real-life products



PROGRAMME DIRECTOR

Priya Seetharaman is a Professor of MIS at Indian Institute of Management Calcutta. At IIM Calcutta she teaches courses on High-Tech Product Management, Digital Transformation, Digital Business Models, IT Strategy and Governance, etc. She has extensively taught in degree and diploma programmes as well as in executive education programmes. Her research interests include behavioural aspects of digital product design, technology adoption and impacts across levels; IT governance and strategy and digital transformation. Her research has appeared in journals such as Journal of MIS, Information & Management, Technology Forecasting and Social Change, IJIM, Environment and Planning, and Computers in Human Behaviour. She is currently the Editor in Chief of Decision, the IIM Calcutta - Springer journal and has in the past served as the curations editor of MIS Quarterly



PROGRAMME FACULTY

Along with faculty members of IIM Calcutta, this MDP will be supported by senior practitioners from the product management space including:

Amit Nigam is currently the CEO of QJobs, a blue-and-grey-collar hiring platform. Qjobs is a group company of Qness Corp (NSE:QUESS), which is India's largest employer by number of employees. Prior to Qjobs, Amit was the Vice President of Products at redBus, a MakeMyTrip group company. He comes from a product management and entrepreneurial experience of about 20 years in B2C e-commerce and B2B SaaS. Amit founded an internet startup and scaled to all major Indian cities, before successfully exiting the business through an acquisition by TVS Group. He holds 4 patents in USPTO as a primary innovator.



PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on September 19, 2024
- Programme Conclusion:** 2:00 PM on September 22, 2024
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** September 18, 2024, 2024 (6:00 PM onward)
 - **Check-out:** September 22, 2024, 2024 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 1,10,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,00,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in