



Indian Institute Of Management
Udaipur (IIM Udaipur)

AACSB

Executive Program in Product Management

Type

Executive Program

Mode

Online

Duration

9 Months

Total fees

₹ 202,000

Indian Institute Of Management Udaipur (IIM Udaipur)

IIM Udaipur ranked 21st amongst all B-Schools in the NIRF Rankings 2025. Among the elite 6% of B-Schools worldwide with this prestigious global accreditation. 4th IIM in the country to earn it. Consistently ranked among the world's best in the Financial Times Masters in Management Rankings for six consecutive years. , IIM Udaipur stands as the 6th highest-ranked IIM Recognized among the top four business schools in India for its global research output, as per the prestigious UT Dallas Rankings.

Executive Program in Product Management

Highlights

- ◆ Gain comprehensive exposure to the complete product lifecycle, from discovery and design to launch, growth and scaling.
- ◆ Learn through 100+ hours of live online learning delivered across nine months.
- ◆ Develop practical capabilities in product strategy, customer research, MVP development, analytics and go-to-market execution.
- ◆ Apply concepts through case studies and an end-to-end capstone project that simulates a real product challenge.
- ◆ Earn an IIM Udaipur certificate and Executive Alumni Status upon successful completion.

Learning outcomes

- ◆ Define product vision, strategic priorities, OKRs and roadmaps aligned with customer and business objectives.
- ◆ Apply customer discovery techniques such as user interviews, Jobs-to-be-Done and MVP experimentation.
- ◆ Lead cross-functional collaboration across design, engineering, business and go-to-market teams.
- ◆ Use product KPIs, customer feedback and analytics to support informed product decisions.
- ◆ Develop, prototype and present an end-to-end product solution through a structured capstone project.

Eligibility Criteria

Any graduate or diploma holder (10+2+3) with a minimum of 1 year of work experience

Curriculum Overview

Module I: Mindset of Product Professional (3 subjects)

- ◆ Agile and Lean methodologies
 - ◆ Design thinking and UX
 - ◆ Customer journey mapping and Problem framing
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Module II: Fundamentals of Product Management Practice (4 subjects)

- ◆ Types
 - ◆ Roles and responsibilities of a product manager
 - ◆ Understand the market and the customer
 - ◆ Product lifecycle
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Module III: Product Strategy & Planning (3 subjects)

- ◆ Vision setting and alignment
- ◆ Setting up OKRs
- ◆ Platform thinking



Curriculum Overview (continued)

Module IV: Product design and discovery (7 subjects)

- ◆ User interviews
 - ◆ JTBD
 - ◆ MVP experiments
 - ◆ Wireframing
 - ◆ Interaction design
 - ◆ Prototyping
 - ◆ Ascertain product-market fit
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Module V: Product Development Lifecycle (3 subjects)

- ◆ Product planning and coordination
 - ◆ Product development and delivery
 - ◆ Product monitoring and iteration
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Module VI: Product Marketing and Launch (3 subjects)

- ◆ GTM frameworks
 - ◆ Stakeholder alignment
 - ◆ GTM execution
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Module VII: Product Analytics (3 subjects)

- ◆ Defining and tracking product KPIs
- ◆ Marketing analytics including SEO and social media analytics
- ◆ Customer feedback loops



Curriculum Overview (continued)

Module VIII: Product Growth and Monetization (3 subjects)

- ◆ Acquisition and retention models
 - ◆ Revenue stream optimization
 - ◆ Revenue models and pricing strategies
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Module IX: Technology, AI, and Ethical Product Management (4 subjects)

- ◆ Product architectures
 - ◆ GenAI for product managers
 - ◆ API and microservices
 - ◆ Ethics for Product Managers
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Module X: Capstone Project (2 subjects)

- ◆ Scoping
- ◆ developing and presenting a product

Fee Structure

Fee heads	Amount
Program Fee	₹ 200,000
Registration Fee	₹ 2,000
Total	₹ 202,000