



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

masai®

Certificate Programme in Product Management in the Agentic AI Era from IIM Tiruchirappalli

About IIM Trichy

The Indian Institute of Management Tiruchirappalli (IIM Trichy) is a prominent institution established in 2011, part of the prestigious IIM family. Located in the vibrant city of Tiruchirappalli, Tamil Nadu, it has rapidly grown into a significant name in management education, earning consistent recognition for its academic excellence.

Key Highlights:

- Consistently ranked among India's leading management institutes
- NIRF 2025: Ranked 16th in the Management category
- International Accreditation: PGPM, PGPM-HR and PGPBM programmes accredited by the Association of MBAs (AMBA)



Product Management in the Agentic AI Era

This 6-month course is for aspiring product managers looking to harness Generative and Agentic AI across the product lifecycle. It offers hands-on experience in AI integration, product strategy and managing AI-driven products to prepare you for leadership roles.

Toolkit



Programme Snapshot

6 Months
Programme Duration

Sundays
Live Online Classes

09:30 AM – 12:45 PM IST
Class Timings[†]

Certificate of Completion*
from IIM Tiruchirappalli

Graduation in Any Stream
Eligibility Criteria

**Certificate eligibility requires a minimum of 70% attendance across live sessions and a minimum overall score of 35% in programme assessments*

COHORT SCHEDULE[†]

14th October 2026
Tech Orientation

17th October 2026
Batch Inauguration

25th October 2026
Cohort Start

[†]Cohort dates and class timings are subject to change. Any revisions will be communicated to enrolled participants.



Why Choose This Programme?

Certification from IIM Trichy

Receive a prestigious certificate of completion from IIM Trichy to showcase your achievement

Future-Proof Career Gateway

Step into a high-growth, future-proof product management career with cutting-edge AI skills

Advanced Curriculum

Access an industry-aligned curriculum with real-world simulations and hands-on product implementation

Case-Based Learning

Engage in practical, interactive case studies that connect theory to real business challenges

World-Class Faculty

Learn from the distinguished faculty of IIM Trichy driving the future of business and technology

Industry Readiness

Get interview-focused coaching and AI-powered practice sessions, all designed to boost your chances in competitive hiring

Eligibility: 70% marks, exclusively offered by masai



Certificate Eligibility

To successfully complete the course and receive the certificate, participants must:

Secure a minimum overall score of 35% in the assessments. Maintain a minimum of 70% attendance across the live sessions.

Course Curriculum

Module 1: Foundations in Product Management

- This module builds a strong foundation in product thinking, customer-centric development and product lifecycle understanding
- It introduces roles, responsibilities and key frameworks that define the product management function

Module 2: Managing and Scaling Digital Products

- This module dives into managing live digital products, scaling strategies, data-driven decisions and user engagement
- Emphasis is placed on product optimization and experimentation techniques

Module 3: Strategies for Managing Digital Products & Platforms

- Explore platform thinking, network effects and multi-sided marketplaces
- This module focuses on competitive strategy, monetization models and product differentiation in the platform economy

Module 4: AI Fundamentals & Applications in PM

- Covers foundational AI concepts and how product managers can apply AI in user experiences, operations and decision-making
- Practical applications in NLP and predictive analytics are explored

Module 5: Tools for Digital Product Management

- Introduces essential tools used in product development and management from roadmapping and prototyping to analytics and feedback loops
- Students gain hands-on exposure to industry tools

Module 6: Leveraging Agentic AI for Strategic DPM

- Focuses on how agentic AI systems (autonomous, proactive agents) are reshaping product management
- Emphasizes their strategic use in ideation, personalization, optimization and workflow automation

Module 7: Capstone Project

- A hands-on, team-based project where learners conceptualize, design and pitch a digital product integrating agentic AI
- It ties together knowledge from all modules into a real-world application

Programme Directors



Prof. Jang Bahadur Singh

Associate Professor, IIM Tiruchirappalli

Prof. Jang Bahadur Singh is an Associate Professor in the Information Systems and Analytics Area at Indian Institute of Management Tiruchirappalli. He holds a Ph.D. from IIM Bangalore and an M.Tech from Indian Institute of Technology Kharagpur. His research focuses on IT-related societal issues in India, including digital divide and digital literacy, along with the application of machine learning in business decision-making. His teaching interests include management information systems, business analytics and AI for managers. He has also conducted executive programs in business analytics and co-authored the award-winning teaching case, Cure.fit: A Health Check



Prof. Venkataraghavan Krishnaswamy

Associate Professor, IIM Tiruchirappalli

Prof. Venkataraghavan Krishnaswamy is an Associate Professor in the Information Systems and Analytics Area. He holds a Ph.D. from the Department of Management Studies, IIT Madras.

His research explores the business value of information technology, emerging technologies and their applications and enterprise information systems. With eight years of industry experience, he previously worked as a Principal Data Scientist at a telecom analytics start-up and as an ERP Package Solution Consultant at IBM and NTT India.

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

Career Accelerator Pack

Exclusively by Masai

Your complete toolkit to master Product Management in the Agentic AI Era, three flagship experiences designed to transform classroom learning into applied practice.

Foundation Sprint

6 intensive sessions to build core PM vocabulary and mental models before the main curriculum

90 mins/session
Weeks 1–2

Bonus Masterclasses

5 deep-dive sessions on habit design, network effects, discovery, tooling and hiring

90 mins/session
Post the Main Curriculum

Why the Career Accelerator Pack?

- **Structured Progression**
Foundation to capstone, building complexity at the right pace
- **Industry-Aligned Content**
Learn from practitioners shipping AI products at scale
- **Portfolio-Ready Outputs**
Walk away with 6+ tangible artifacts for interviews
- **Direct Access to Leadership**
Unfiltered time with India's AI and product leaders



Inside the Career Accelerator Pack

Foundation Sprint

- Why Product Management Exists
- Product-Led vs Non-Product-Led Companies
- Core PM Vocabulary & Mental Models
- What Great PM Decisions Look Like

Bonus Masterclasses

- Hooked: Habit Design for Products
- Network Effects in the Real World
- Continuous Discovery: Building What Customers Need
- The Modern PM Toolchain: How PMs Run Work
- PM Hiring Reality: Interviews and Portfolio



Admission Process



Clear Qualifier Test

Clear the qualifier test to be eligible for the programme



Complete Counselling

Only shortlisted candidates go through the counselling process



Secure your seat

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

Programme Fee

Application Fee

₹99

Registration Fee

₹4,000

Programme Fee

₹81,000

Career Accelerator Pack

By Masai • Mandatory Component

₹10,000

Total Programme Fee

₹95,000

Upfront Payment

₹1,08,100

Instalments

Instalment 1

₹40,000

Instalment 2

₹68,100

**EMI via NBFC
Partners**

₹20,719

per month × 6



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

masai[®]



For any queries, you can WhatsApp us at
+91 87929 74750



For any queries, you can contact us at
iimt.programs@masaischool.com