



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli

masai®

# Certification 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 16<sup>th</sup> in the Management category
- Business Today–MDRA B-Schools Ranking 2025: Ranked 17<sup>th</sup>
- THE WEEK–Hansa Research Survey 2025: Ranked 13<sup>th</sup>
- Fortune India Best B-Schools 2025: Ranked 21<sup>st</sup>
- International Accreditation: PGPM, PGPM–HR and PGPBM programmes accredited by the Association of MBAs (AMBA)



# What Will You Learn?

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



# Why Choose This Course?

- **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: 50% marks, exclusively offered by masai school*)

*\*Eligibility: Minimum 70% overall attendance and 35% marks in cumulative evaluations score.*

# Course Details

**Course Duration**  
6 Months

**Live Classes**  
3 hours per week

**Certification**  
From IIM Tiruchirappalli

# 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.

# 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.

User-journey mapping • Friction analysis • Impact-effort prioritisation • Figma wireframes • Voice-of-customer mining

**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.

AI product specification • ML evaluation literacy • Ethics & fallbacks • Rollout planning • Panel defence

### Decision Output

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

# 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 PhD from Indian Institute of Management 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 PhD from the Department of Management Studies, Indian Institute of Technology 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.

# Admission Process



## Submit Application

Complete application form to showcase your motivation and goals



## Complete Selection and Enrolment Session

Only shortlisted users can go through this session



## Secure your seat

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

# Fees Structure

<b>Application Fee</b> Non-refundable	<b>₹499</b>
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	Option 1	Option 2
	<b>Upfront</b>	<b>EMI</b> (Through our NBFC partners)
<b>Registration Fee</b> Non-refundable	<b>₹4,000</b>	<b>₹4,000</b>
<b>Program Fee</b> Non-refundable	<b>₹81,000</b>	<b>₹11,628 x 9 months</b>
<b>Career Accelerator Pack</b> (by Masai) Non-refundable	<b>₹10,000</b>	
<b>Total Fees</b> Non-refundable	<b>₹95,000 + GST</b>	<b>₹1,08,652 + GST</b>

\*GST at 18% extra, as applicable

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