



INDIAN INSTITUTE OF
TECHNOLOGY ROORKEE

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IN ENGINEERING 2024

Join

The Ranks of Elite Product Managers With

Post Graduate Certificate Programme in

Strategic Product Management

Programme offered by CEC, IIT Roorkee



Marketing Partner

jaro education

Understanding Product Management by the Numbers



60.3% of executives report only partially understanding the value product managers offer their companies.

*Productside

Only **40%** of products that businesses produce stay on the market.

*UserGuiding

60% of businesses lack a plan to enhance their product management process.

*Airfocus

A completely effective product manager may raise revenues by **34.2%** for the company.

*Quixy

60% of product managers have basic analytics skills that enable them to dive into metrics and draw insights without relying on analysts.

*McKinsey & Company

Product managers report that they spend **52%** of their time on unplanned fire-fighting activities.

*uxcam

86% of companies consider product management critical to their business strategy.

*The Economic Times

Programme Overview

The Post Graduate Certificate Programme in Strategic Product Management at IIT Roorkee is a 5-month immersive programme designed to equip professionals with end-to-end product management expertise. Covering product strategy, user research, analytics, AI integration, business models, and GTM strategies, it blends theory with hands-on learning. A key highlight is the Build Your Own Product (BYOP) initiative, where participants develop real-world solutions under expert mentorship. The curriculum includes industry tools like JIRA, Figma, and Google Analytics, alongside case studies and sessions with industry leaders. With a mandatory campus immersion, this programme prepares learners to drive product innovation and business growth effectively.

Key Takeaways

- Gain expertise in product lifecycle management from ideation to execution.
- Develop data-driven decision-making skills with analytics.
- Understand how to build and launch successful products.
- Learn to implement AI-driven solutions in product management.
- Master industry tools and frameworks for roadmaps and GTM strategies.
- Get hands-on experience with a Build Your Own Product (BYOP) project.
- Prepare for product management job interviews.

This Programme is Curated For:

- Professionals in management and technology allied domains who are willing to join product management domain.
- Individuals with preferable work experience in any field upto 5 years.



Programme Highlights



New-age Product Management Programme

Our new-age product management programme aims to provide learners with a well-rounded education that will prepare them for a successful career in product management.



IIT Roorkee Campus Immersion

All the learners will get an opportunity for a 3-day visit to the IIT Roorkee campus. The campus visit is mandatory and during the campus visit, the enrolled professionals will get a chance to network with industry pioneers.



Certification from CEC, IIT Roorkee

Learners can improve their profiles by obtaining a recognised certification endorsed by CEC, IIT Roorkee, immensely enhancing their professional credibility.



Live Interactive Session by IIT Faculty

IIT Roorkee faculties are up-to-date on the latest developments and trends in the field. The learner potentially gains access to career opportunities and resources.



Build Your Own Product (BYOP)

Build your products, gain practical experience, and develop product development skills with our program while receiving valuable insights and feedback through BYOP.



Case-Study-Driven Learning

Learn through real-world business case studies, gaining practical insights and problem-solving skills for real challenges.

Programme Curriculum

MODULE 1

Welcoming You to the World of Product Marketing and Strategy

- Debunking Myths About Marketing and Product Marketing
 - Core Concepts in Marketing and Product Marketing
 - Understanding Customer Value
 - How Do Consumers Make Choices?
 - Essentials of STP: Segmentation, Targeting, and Positioning
 - 4Ps of Marketing
 - Marketing Strategy: From Aspirations to Action
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MODULE 2

Introduction to Product Management

- The Mystique of Product Management: Who Are Product Managers and What Do They Do?
 - Do We Really Need Product Managers?
 - Meaning of Product Management
 - Roles and Responsibilities of a Product Manager
 - What Does It Take to Become a Star Product Manager?
 - The Product Management Process
 - 6D Framework
 - Problem Space vs. Solution Space
-

MODULE 3

Mechanics of User Research

- Mechanics of User Research
- DVA Framework for User Problems
- Answering the 5 Whys in the Context of Product Discovery
- Decoding the Jobs-To-Be-Done (JTBD) Framework
- Creating User Personas
- Fundamentals of Minimum Viable Products

MODULE 4

Essentials of Product Analytics

- Introduction to Product Analytics
 - Product Analytics vs. Business Analytics
 - Types of Data a Company Can Capture
 - Different Types of Product Metrics
 - How to Choose the Right Metrics
-

MODULE 5

Execution of Build Your Own Product with Mentors (BYOP)

- Guided Sessions with Mentors (Group-Wise)
-

MODULE 6

Crafting Effective Product Roadmaps and Executing Product Deliveries

- Building Product Roadmaps
 - Specifying Objectives and Key Results (OKRs)
 - Prioritization Essentials: RICE and KANO
 - Product Delivery Modalities
-

MODULE 7

Tech Essentials for Product Managers

- Understanding Product Architecture
 - Basics of Tech Stacks
 - Understanding APIs
 - SQL Basics
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MODULE 8

Basics of Business Models and the Business Model Canvas

- Meaning of a Business Model
 - Key Elements of a Business Model
 - Types of Business Models
 - The Business Model Canvas
-

MODULE 9

Go-to-Market (GTM) Strategies

- What Is a GTM Strategy?
 - 3C/4P Framework for Creating GTM Strategies
 - Getting to the First 1,000 Users
 - Managing Product Launches
 - Keys to a Successful Product Launch
-

MODULE 10

Branding Lessons for Product Managers and Creating Story Brands

- Meaning of Branding
 - Branding Frameworks for Product Managers
 - Creating Story Brands
-

MODULE 11

Interview Preparation

- Cracking PM Interviews: Handling Basic, Behavioral, Analytical, and Technical Questions in Product Management Interviews
-

Note: This is an indicative list of courses and is subject to change at IIT Roorkee's discretion.



Tools Covered



JIRA: Agile Execution

- Roadmap alignment
- Backlog prioritization
- Stakeholder visibility



FIGMA: UX Strategy

- Rapid prototyping
- Design systems
- Usability testing



MIXPANEL: Growth Intelligence

- Feature adoption
- Retention modeling
- A/B testing



GOOGLE ANALYTICS: Market Insights

- Traffic analysis
- Conversion paths
- Attribution modeling



NOCODE: Rapid Validation

- MVP testing
- Process automation
- Concept iteration

Note: The use of tools aligned with curriculum modules on product strategy, agile execution, and growth measurement through case-based learning is subject to faculty discretion.

Explore Real-World Business Cases from Top Companies

The Quora logo, featuring the word "Quora" in a red, serif font.The Spotify logo, consisting of a green circular icon with three white curved lines and the word "Spotify" in a green, sans-serif font.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue square.The logo for The Wall Street Journal, featuring the text "THE WALL STREET JOURNAL." in a black, serif font.The AmbitionBox logo, featuring a blue cube icon and the word "AmbitionBox" in a black, sans-serif font.The Saregama logo, featuring a stylized, colorful graphic of a person singing into a microphone, with the word "saregama" in a white, cursive font.The Crocs logo, featuring the word "crocs" in a bold, black, sans-serif font.The redBus logo, featuring a red outline of a bus with the word "redBus" in a red, sans-serif font.The Amazon logo, featuring the word "amazon" in a black, sans-serif font with a curved orange arrow underneath.The Zomato logo, featuring the word "zomato" in a red, sans-serif font.The Google Maps logo, featuring a colorful location pin icon and the text "Google Maps" in a grey, sans-serif font.The CRED logo, featuring a black shield icon with a white "C" and the word "CRED" in a bold, black, sans-serif font.

...and more.

Disclaimer:

The discussion of the above cases is subject to faculty discretion. All company names and logos are trademarks or registered trademarks of their respective owners. Their inclusion does not imply any affiliation, endorsement, or sponsorship by these entities.

PROGRAMME DETAILS

➤ Duration

- 5 Months

➤ Mode

- Live Online

➤ Campus Visit

- A 3-Day Campus Immersion is Mandatory

➤ Programme Schedule

- **Saturday:** 6:00 PM to 8:30 PM
- **Sunday:** 11:00 AM to 1:30 PM

Note:

- **First three weekends:** Classes on both days
- **Last weekend:** Saturday reserved for a doubt-solving or revision session; Sunday will be a breather



Application Closure Date

Closing Soon

Commencement Date

9th August 2025

➤ Eligibility

- A bachelor's degree or an equivalent qualification (10+2+3) with a minimum aggregate of 50% marks

➤ Admission Criteria

- Selections will be based on a detailed Profile of the Candidate in his own words, elaborating on his Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme". Profile evaluation and shortlisting will be done by faculty



Programme Fee Details

Application Fee: INR 1000/- + GST

Total Programme Fee

INR 1,40,000/- + GST*

(Exclusive of Application Fee)

Booking Amount

INR 70,000/- +GST
at the time of admission

Instalment 1

INR 70,000/- +GST
5th October 2025

Programme Certification

- To certify this programme, candidates must satisfy the evaluation criteria (60% in overall assessment) and the attendance criteria (75% of all sessions).



Disclaimer: The certificate specimen shown is for illustrative purposes only. Participants will receive their official certificate in both soft and hard copy formats upon successful completion.

Know The Facilitators



PROF. SOURABH ARORA

Assistant Professor – Marketing,
DoMS, IIT Roorkee

Dr. Sourabh Arora is currently working as an Assistant Professor in the domain of Marketing at the Department of Management Studies (DoMS), IIT Roorkee. He has previously served as a Visiting Assistant Professor at XLRI, Jamshedpur. His expertise lies in product management fundamentals, including user research, concept validation, and the development of Minimum Viable Products (MVPs). With a Ph.D. in Marketing from IIT Kharagpur, Dr. Arora's research focuses on understanding consumer behaviour and multi-channel shopping, providing valuable insights into how customer needs shape product innovation. His interest lies in exploring product lifecycle management—the journey from ideation to market growth and eventual product evolution. He is well-versed in applying product management frameworks such as Jobs to Be Done (JTBD), the 5 Whys, and Design Thinking, ensuring that products align with real customer needs and business objectives. By integrating consumer psychology with structured product management principles, Dr. Arora is particularly interested in how businesses can build, refine, and launch successful products that resonate with users and drive long-term growth.



PROF. KALPAK KULKARNI

Assistant Professor – Marketing,
DoMS, IIT Roorkee

Dr. Kalpak Kulkarni is an Assistant Professor of Marketing at the Department of Management Studies, Indian Institute of Technology (IIT) Roorkee. His expertise lies in marketing strategy, service marketing, consumer behaviour, and new-age communication formats, with a particular focus on the evolving digital and product landscape. Holding a Ph.D. from the Shailesh J. Mehta School of Management, IIT Bombay, Dr. Kulkarni's research explores how consumers evaluate emerging media formats, viral advertisements, and moment marketing campaigns. His insights help businesses understand how marketing strategies influence product adoption, brand perception, and consumer decision-making. In addition to his

research, Dr. Kulkarni actively trains professionals and scholars, equipping them with data-driven marketing strategies and product positioning techniques, and consumer engagement models. His programs empower participants to navigate the complexities of market research and product lifecycle management, ensuring learners create impactful campaigns that resonate with their audiences. By bridging the gap between marketing and digital product management, Dr. Kulkarni provides a comprehensive understanding of how businesses can optimise product-market fit, enhance brand storytelling, and drive customer loyalty in today's competitive landscape.



MS. ADITI

BTech-Computer Science
NIT Bhopal

Aditi, a BTech in Computer Science (NIT Bhopal, 2006-10) with an Executive Development Program from FMS Delhi, is a product leader with 14+ years of experience in product management, UX design, and software development. Having taken a career break herself, she understands firsthand the challenges of re-entering the workforce. With extensive experience hiring for Product, Tech, and Design roles, she offers a unique perspective from both sides of the table—understanding the candidate's journey and the hiring manager's expectations. Her mission is to use these insights to help people secure their dream roles with confidence. During her time as a Senior Executive at IndiaMART, India's largest B2B marketplace, she built a platform that empowered women and differently-abled individuals from remote towns across India to re-enter the workforce through flexible job opportunities. Hearing their stories and seeing how the platform transformed their lives became the most meaningful project of her career—and inspired her mission to help others overcome career challenges and thrive. She has authored "Switching Careers," a book that has helped hundreds of professionals successfully transition into new domains. She built neverjobless.com, an AI-powered platform that helps candidates create compelling cover letters, resume summaries, and bullet points. She also created Best PM Jobs, a job board designed to offer early access to Product Management roles—before they get flooded with applications.



Hear from Previous Programme Participants

MS. SHIVANGI SAGAR

"The entire experience was truly life-changing—insightful, enriching, and filled with meaningful knowledge sharing. The three-day immersion exceeded all expectations. Every detail was thoughtfully planned, from the engaging, interactive classes to the excellent accommodation and food. The beautiful IIT campus added to the charm, but the true highlight was our mentors. Their dedication, passion, and unmatched energy brought the course to life.

The portfolio-building sessions were a personal favourite—clearing all my doubts about where and how to build a compelling PM portfolio. I've returned from immersion focused, confident, and ready to step into the world of product management with clarity and purpose."

MR. GAURAV KUMAR

"The three-day immersion was incredibly impactful—it brought together months of learning in the most meaningful way. One-on-one interactions with faculty offered profound insights, and examples like Carbon and Hamam pushed us to think beyond the obvious. The meticulous care—from providing medicines to accommodating fasting participants—made it feel like more than a programme; it felt like family. Group assignments kept us actively engaged, and the diverse faculty interactions enriched our understanding of different perspectives. Many of us truly miss those days and wish we could relive them."

MS. MEENAKSHI VAID

"The immersion programme was well-managed— a perfect blend of structured learning and hands-on collaboration. Allocating dedicated team time for the BYOP (Build Your Own Product) challenge was particularly valuable, allowing for rich peer-to-peer innovation. Every detail, from curriculum delivery to logistics, was executed with impressive precision."



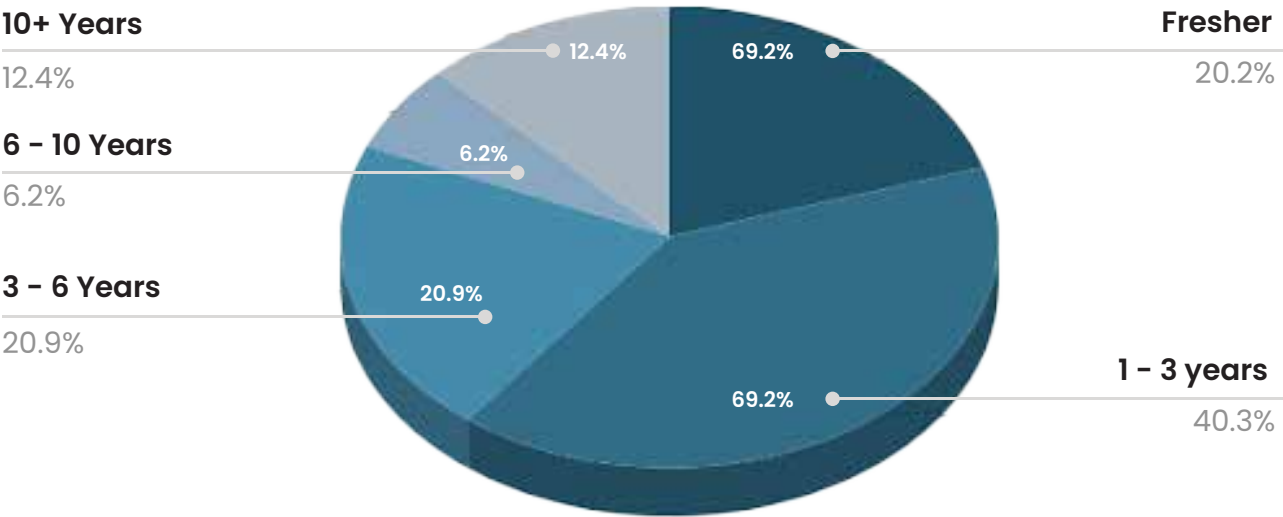
Past Immersion Programmes at CEC, IIT Roorkee



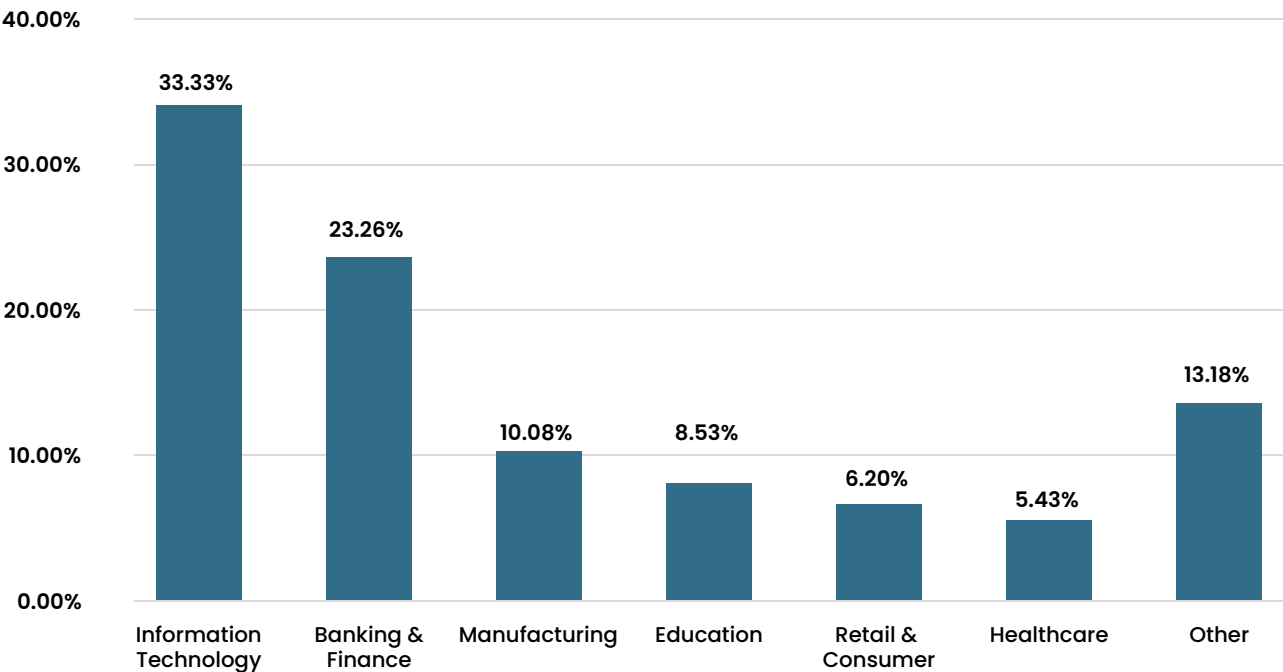
Recent Batch Analysis



> Work Experience



> Industry-wise bifurcation



Recent Batch Analysis

➤ Top Profiles of our Alumni

- CEO and Founder
- Director
- Operations Head
- Senior Manager
- Project Manager
- Product Manager

- Business Development Manager
- Senior Business Analyst
- Technical Lead
- Data Scientist
- Software Engineer

➤ Top Companies where our alumni are working at:



Note

- The above list is partial.
- Highlighted above are the collective batch demographics of previous programmes.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

About IIT Roorkee

Indian Institute of Technology – Roorkee is among the foremost institutes of national importance in higher technological education and in engineering, basic, and applied research. Since its establishment, the Institute has played a vital role in providing the technical manpower and know-how to the country and in pursuit of research. The Institute ranks amongst the best technological institutions in the world and has contributed to all sectors of technological development. It has also been considered a trendsetter in the area of education and research in the fields of science, technology, and engineering.

The Institute celebrated its sesquicentennial in October 1996 and has now completed more than 175 years of its existence. It was converted to IIT on September 21, 2001, by an ordinance issued by the Government of India, which declared it the nation's seventh Indian Institute of Technology, an "Institution of National Importance."

The institute offers bachelor's degree courses in 10 disciplines of Engineering and Architecture and Postgraduate's degrees in 55 disciplines of Engineering, Applied Science, Architecture and planning. The Institute has facilities for doctoral work in all Departments and Research Centres.

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About Continuing Education Centre (CEC)

The Continuing Education Centre of IIT Roorkee was established in 1955 to promote knowledge upgradation in our country by organizing refresher and specialist courses for in-service technical and professional personnel from various government and semi-government organizations, public and private undertakings, research institutions, and industries. The Centre conducts about 60 to 70 short-term courses (sponsored by different agencies and organizations) in continuing education every year across various disciplines of management, engineering, science, and technology. Professionals from all parts of the country, as well as neighboring countries, participate in these programs.

The courses organized by this Centre are innovative, accessible, and stimulating, addressing the current needs of professionals. They are conducted through the technical expertise available in the Institute's departments and centers. Additionally, experts from industries and R&D organizations are invited to deliver lectures whenever necessary.

The Centre organizes courses on the Institute's beautiful campus and at external locations in both consultancy and sponsored modes to meet clients' continuing professional development needs. It is fully equipped with conference halls, accommodation facilities, dining areas, and recreational amenities.



Career Assistance by Jaro Education

- **RESUME BUILDING**

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.

- **LINKEDIN PROFILE OPTIMIZATION**

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that defines your career trajectory.

- **CAREER ENHANCEMENT SESSIONS**

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

Note: CEC, IIT Roorkee, or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career services are simply provided as a service to help you proactively manage your career. Jaro Education provides the career services described here. IIT Roorkee is not involved in any way with the career services described above and offers no commitments.



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