



IIMU

भारतीय प्रबंध संस्थान उदयपुर
Indian Institute of Management Udaipur

► IIM Udaipur's **Advanced Program in Digital Product Management**

This program is ideal for professionals seeking to transition into a digital product manager role. The carefully curated course material helps participants develop technology, user experience design, and domain knowledge skills, which are essential for a digital product manager.

February 2025 - November 2025

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ExEd

Digital Product Management is the Future



To be a successful Digital Product Manager, one should have the right mix of technical and business skills. A deep understanding of technology, user experience design, and business knowledge (marketing, sales, and business strategy) are must-haves. This awareness, combined with strong communication and project management skills, equip one to lead cross-functional teams and develop successful products.

The evolving product management landscape



Disruption everywhere

Unprecedented digitalization has impacted almost every industry



Need for versatile skills

New-age product managers don many hats: a Mini-CEO, an Architect, a builder, Voice of the Customer, and many more.



A lucrative career

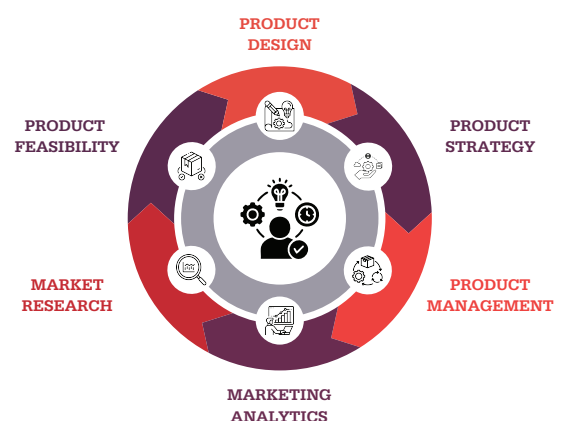
Digital product managers command premium salaries in the marketplace.

About the program

Advanced Program in Digital Product Management (DPM) by IIM Udaipur is an 8 - month executive program designed for professionals keen to transition into a product manager role in the digital world. Professionals with at least two years of experience in product management or five years in business are the ideal candidates. The program enables participants to learn cutting-edge curriculum from the expert faculty of IIM Udaipur and intellectually engage with their peers in a collaborative, supportive, and thriving academic environment. The high-impact format of the program is perfect for creating product managers who can produce and manage digital products of the future. A carefully designed immersion program will allow participants to network with the faculty of IIM Udaipur and their peers.

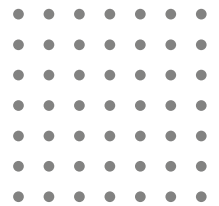
Cutting-edge Curriculum

Designed by a panel of expert faculty at IIM Udaipur, this curriculum has been vetted by the industry, and includes topics central to modern product management practices and frameworks including AI and its applications.



This program is for you if you are

- A professional working in marketing, sales, advertising, project management, or retail who is considering moving into the product side of the business.
- Currently working as a product manager and looking to enhance your skills and knowledge to thrive in the digital era.
- An entrepreneur who wants to build and scale world-class products.
- A technology professional working on prototypes interested in transitioning to a product management role.
- A business analyst adept at capturing requirements, and wanting to move into a product manager role



Eligibility

- **Bachelors/Master's Degree with a minimum of 50% marks**
- **Applicant should have**
 - **A minimum of 2 years experience in product management functions, or**
 - **A minimum of 5 years experience across any domain or function**

Prior knowledge of products or customer management and/or statistics is desirable.

Aspirants can apply for exemption from eligibility criteria by submitting a request along with SOP (Statement of Purpose) to the selection committee.

Foundational Modules

M1: Fundamentals of Marketing Management

This module covers topics such as:

- Introduction to Marketing
- Market Environment
- Competition
- Consumer Behavior & Segmentation
- Brand Management
- Promotion
- Distribution

M2: Fundamentals of Analytics

This module covers fundamentals of Business Analytics including:

- Probability
- Regression & A/B Testing
- Statistical Machine Learning
- Classification and Regression Trees (CART)
- Random Forest
- Clustering
- Unsupervised Learning

Learning Outcomes - Foundational Modules: The foundational modules in Marketing and Analytics help participants appreciate the big picture in business and understand how Marketing and related functions operate in an organization. Analytics prepares the participants to deal with large and complex datasets, which need to be analyzed in the context of the business requirements.

Transitional Modules

M3: Agile & Design Thinking

This module covers topics such as:

- What & Why of Agile
- Principles & Applications in Business Context
- Agile mindset & framework
- Incremental Development & Continuous Integration.
- Introduction to Design Thinking, Principles & Applications
- Design Thinking Approach to Problem-Solving
- Understanding Design Thinking through Cases/Practices encompassing its 5-Step Framework

M4: Platform Business Model & Strategy

This module covers topics including:

- Introduction to Platform business
- Platform Value Creation
- Platform Design
- Platform Ignition
- Platform Governance
- Platform Value Appropriation
- Platform Competition

Learning Outcomes - Transitional Modules: Agile, Design Thinking, and Multisided Platform Business Models enable the participants to understand the impact of speed, scale, and technology and develop their perspectives on managing scenarios in a fast-changing context. Agile helps participants understand how activities and processes can be managed in a changing business context. Design Thinking provides a framework to approach a solution for a new or unprecedented scenario, and the Multisided Platform Business model introduces participants to platform business models and the role of a product manager within that.

Strategic Modules

M5: Digital Product Management

This module covers topics including:

- Introduction to DPM
- Product strategy
- Product discovery
- Product design
- Product planning and execution
- GTM components
- Product data and analytics

M6: Marketing Analytics

This module covers topics such as:

- Product Segmentation
- Brand Positioning
- New Concept Testing
- Market Basket Analysis
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Text Mining

Learning Outcomes - Strategic Modules: Having understood concepts such as product management, data, and speed-of-change, the advanced modules get deeper into how capabilities can be developed to thrive as a product manager. Participants will learn how to conceptualize a value proposition and exploit business value from patterns that emerge through data. Participants will also learn to appreciate the big picture and develop capabilities in product management to equip them to deal with business challenges.

Capstone Project

The Capstone project will enable participants to apply their learnings to a real-world business problem, and will be mentored by IIM Udaipur faculty.

Transformative Pedagogy

DPM is delivered in a high-impact format that is well-suited to create product managers of a digital tomorrow.



8 - month executive program comprising best-in-class content, case studies, quizzes and assignments



120 hours of interactive online sessions by IIMU faculty



Immersive Learning Experience through campus visits at IIM Udaipur.

Note: LIVE online sessions will be held on Saturdays and Sundays.

Alumni Benefits



IIMU Email upon course commencement



Exclusive invitation to selected events hosted by the Institution



Special Alumni Discounts on IIM Udaipur's Executive Education Programs



Subscription to IIMU Newsletter

Find out why professionals want to join the program

"I am thrilled with the 'Digital Product Management' course! The Professors' guidance was excellent, making it an invaluable learning experience. Thank you for this enriching opportunity!"

Sanchita, Senior Product Manager

"One key take-away for me from this program is what a structured approach and the understanding of basics can help you develop. Because without that even if you know how the business is going to work, it is very difficult to build it and scale it to a level. This has been one of my best learnings from this program"

Arihant Jain, General Manager

"This program helped me to further add value to my product-oriented career in the BFSI domain, elevate to leadership roles and be at the centre of leading a team in my organisation. In addition to that, I was living my moment of learning from top educators and in an institution like IIM."

Sunil Tikoo, Senior Product Owner

"Two of the modules I really liked were Introduction to Design Thinking, and the Product Management course itself – Digital Product Management. The Design Thinking course forces you to unlearn and relearn something new in a different way. I've started to apply it in my day-to-day work and I am seeing the benefits."

Amit Singh, Vice President – Tech Program Management.

Become a 360° Product Expert

On successful completion of this program, you will be able to



Discover the right framework for effective product-market fit



Develop an agile product mindset



Build insights, spearhead product development and positioning



Identify unmet customer needs and design experiences to meet the same



Create disruptive products and business models



Leverage data to craft outcome-driven product strategy



Act as a robust collaborator among multiple stakeholders



Ascend to leadership roles with new-age expertise

Important dates:

Program dates: March to December 2025

Last date for application: February, 2025

Payment process:

Application fee: INR. 2,000 + 18% GST

Program fee: INR. 2,00,000 + 18% GST, to be paid after selection.

Corporate/group discounts:

Any company sponsoring three or more candidates will be given a corporate discount based on the number of participants sponsored for that program.

For further details, please get in touch with the ExEd office.

Program Director:



Prof. Arun C.R.

Prof. Arun C. R. is an Associate Professor of Practice in Operations Management, Quantitative Methods, and Information Systems at IIM Udaipur.

Areas of expertise: Consulting, Solution development, Team build/expansion, Global capability centers and Outsourcing

- Arun has 16 years of diverse corporate experience, collaborating with companies such as KPMG, Ernst & Young, Infosys, Wipro, and IBM.
- He has worked with global (US, Europe, and Australia) and Indian clients across industries (such as financial services, pharmaceuticals, and telecom), spanning front-, middle- and back-office functions.
- At IIMU, he teaches Digital technologies and Consulting courses for students of the 2-year MBA program and EMBA.
- His current research interests include emerging technologies (e.g., Blockchain, AI) and governance of information systems. He has published in peer-reviewed journals and presented papers at several conferences.
- Arun is a double postgraduate – in Systems Management from SPJIMR (Mumbai) and a Master of Information Technology from Pamplin College of Business (Virginia Tech). He is also pursuing his doctoral studies at XLRI, Jamshedpur.

IIM Udaipur

IIM Udaipur, a second-generation IIM, one of the fastest-growing management schools in the country. It was set up by the Indian Government in 2011. Taking the legacy of older IIMs forward, IIMU aspires to set new benchmarks in the field of management education by combining excellence in both teaching and research.

With an accomplished faculty, a flourishing research ecosystem and success in attracting the best minds of the country, IIMU is able to champion our core values of excellence and integrity. At IIMU, we challenge our students to expand their knowledge and their intellectual horizons so they emerge transformed and prepared to have an impact on the world of business and society at large.

IIM Udaipur is well on its way to becoming a globally recognised B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes, such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School.

The U Advantage



The **youngest** AACSB-Accredited **Management School** in the country and was **the 4th IIM to have** attained it. Only 6% of B-Schools in the world are **AACSB Accredited**.



IIM Udaipur, the only IIM to be **in the top 100** of the prestigious FT MIM Global Rankings 2024 **consecutively for Six Years** since 2019.



Indian Institute of Management Udaipur **featured** in the prestigious Masters in Management (MIM) QS World University Rankings 2025 **for the Sixth consecutive year**.



Ranked **4th in India** after ISB, IIM Ahmedabad & IIM Bangalore, **for research** according to the globally recognized UT Dallas Rankings.



IIM Udaipur ranked **22nd amongst all B-Schools** in the NIRF Rankings 2024. The ranking shows the relentless pursuit of excellence in research and academics. It reflects the stalwart contribution of our faculty members and students, who have demonstrated their efforts in all fields.



IIMU ExEd

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