



IIMU

भारतीय प्रबंध संस्थान उदयपुर

Indian Institute of Management Udaipur

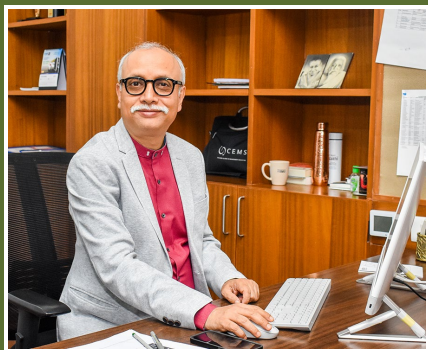


Executive Program in Product Management

Build, Launch, and Lead World-Class Products in a Competitive Market

9 Months | Live Interactive Online Sessions

Director's Message



Prof. Ashok Banerjee
Director, IIM Udaipur

"In a rapidly changing digital landscape, empowering professionals with the cutting edge expertise to stay ahead on the knowledge curve is the cornerstone of our mission at IIM Udaipur"

About Indian Institute of Management Udaipur

IIM Udaipur is well on its way to becoming a globally recognized 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 just eight years of its establishment. IIMU has been listed on the Financial Times (FT) Global MIM Ranking 2024 for the 6th consecutive year, making it the only IIM to have achieved this feat. In the QS Global MIM Ranking 2025, IIM Udaipur stands as the 6th highest-ranked IIM and continues to maintain its listing for the 6th year in a row, reinforcing its global standing. Notably, it is also the youngest B-School in the world to be featured in both rankings.

Additionally, IIM Udaipur ranks 4th in India for research in management, according to the UT Dallas methodology, which tracks publications in leading global journals, showcasing its excellence in academic research.

Located in Udaipur - a city known for its rich heritage and scenic beauty - IIMU offers a unique blend of culture and modernity, making it the ideal setting for transformative education. Here, history truly meets the future.

Executive Program in Product Management

The Executive Program in Product Management by IIM Udaipur is a 9-month immersive learning journey designed for aspiring and current product professionals. Delivered through live, interactive online sessions, the Program equips participants with a comprehensive understanding of the product lifecycle—from strategy and design to development, launch, and growth. The curriculum blends customer-centric thinking, agile practices, and data-driven decision-making to build future-ready product leaders who can drive innovation, align cross-functional teams, and deliver market-winning solutions.

Why Choose IIM Udaipur?



Prestigious Certification

Earn a highly regarded certification from IIM Udaipur—recognized for academic excellence and industry relevance—adding significant weight to your professional profile.



Executive Alumni Status

Participants gain Executive Alumni Status from IIM Udaipur, opening doors to an elite network of leaders, innovators, and professionals from one of India's top-ranked B-schools.



Led by Esteemed IIM Faculty

Learn from IIM Udaipur's renowned faculty, who combine rigor with academic frameworks with practical insights from the world of business and technology.



On-Campus Immersion (Optional)

The program features an optional two days of on-campus immersion, designed to foster experimental learning and collaboration.



Premier B-School with Global Credentials

Learn from one of India's top management institutes—AACSB accredited, and the youngest B-School globally to feature in both FT (2019–2024) and QS MIM Rankings (2020–2025)—reflecting world-class academics and global recognition.



Capstone Project: Build and Present a Complete Product

Apply your end-to-end learning through a hands-on Capstone Project, where you will scope, develop, prototype, and present a product. This team-based exercise simulates a real-world product journey—blending strategy, design, development, and pitching to mirror industry expectations and challenges.



Key Program Details



Duration
9 Months



Mode
Online



Course Fees
₹ 2,00,000 + 18% GST



Schedule
1.5 hours each on Saturdays
& Sundays



**Program
Commencement Date**
December 2025



Program Director
Prof. Arun C.R.



Campus Immersion
An optional two-day in-person
immersion at IIM Udaipur at
the end of the Program.



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

IIM Udaipur Edge



Among India's Top Management Institutes

IIM Udaipur ranked 22nd amongst all B-Schools in the NIRF Rankings 2024.



Youngest IIM with AACSB Accreditation

Among the elite 6% of B-Schools worldwide with this prestigious global accreditation. 4th IIM in the country to earn it.



Only IIM in Top 100 – FT MIM Global Rankings (2019–2024)

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 in the rankings.



QS World University Rankings 2025

Featured for the sixth straight year in the QS Rankings for Masters in Management, reinforcing its international credibility.



Top 4 in India for Research – UT Dallas Rankings

Recognized among the top four business schools in India for its global research output, as per the prestigious UT Dallas Rankings.





Program Module

M1: Mindset of Product Professional

- **Agile and Lean methodologies**
- **Design thinking and UX**
- **Customer journey mapping and Problem framing**

M2: Fundamentals of Product Management Practice

- **Types, Roles and responsibilities of a product manager**
- **Understand the market and the customer**
- **Product lifecycle**

M3: Product Strategy & Planning

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

M4: Product Design and Discovery

- **User interviews, JTBD, MVP experiments**
- **Wireframing, Interaction design, Prototyping**
- **Ascertain product-market fit**

M5: Product Development Lifecycle

- **Product planning and coordination**
- **Product development and delivery**
- **Product monitoring and iteration**

M6: Product Marketing and Launch

- **GTM frameworks**
- **Stakeholder alignment**
- **GTM execution**

M7: Product Analytics

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

M8: Product Growth and Monetization

- **Acquisition and retention models**
- **Revenue models and pricing strategies**
- **Revenue stream optimization**

M9: Technology, AI, and Ethical Product Management

- **Product architectures, API and microservices**
- **GenAI for product managers**
- **Ethics for Product Managers**

Capstone Project

- **Scoping, developing, and presenting a product**

Program Structure



09-Month
Executive Program



Expert-led Sessions, Real life case studies,
Quizzes and Assignments



100+ Hours of Online LIVE Sessions by IIM Udaipur
Faculty.



Optional Immersive Learning Experience through
campus visit of 2 days at IIM Udaipur

Each module includes real-life industry case studies

Equip Yourself with the Tools That Drive Product Success

Canva

Jira



Google Ads



Google
Analytics



Learning Outcomes

Build a Customer-Centric Product Mindset

Develop the ability to frame problems, map customer journeys, and apply agile, lean, and design thinking methodologies to create user-driven product solutions.

Master End-to-End Product Development

Gain practical skills to manage the entire product lifecycle — from vision setting, discovery, and development to launch, iteration, and growth.

Craft and Execute Effective Product Strategies

Learn to define product vision, set strategic OKRs, and apply platform thinking to align product goals with business objectives.

Leverage Data and Analytics for Product Success

Use product KPIs, marketing analytics (including SEO & social media), and feedback loops to inform decisions, measure performance, and drive continuous improvement.

Drive Product Growth and Monetization

Understand acquisition and retention models, pricing strategies, and revenue optimization techniques to scale products effectively.

Integrate Technology and Ethical Practices in Product Design

Build awareness of product architectures like APIs and microservices, explore GenAI tools, and apply ethical frameworks to responsible product development.

Apply Learning Through a Capstone Project

Solidify your knowledge by scoping, designing, developing, and presenting a complete product in a team-based capstone - simulating real-world product management from concept to pitch.

Program Fees

Sr.no	Payment Mode	Amount (Excl. GST)	GST @ 18%	Total Payable amount	Installment date
1	Registration Amount	2000	-	-	-
2	One-time Payment	200000	36000	236000	-
3	Installment 1	100000	18000	118000	within 72 Hours of releasing the offer letter
	Installment 2	100000	18000	118000	Before 1st Feb

* The program fees are strictly non-refundable and non-transferable

* No Cost EMI options are available for 9 Months

* Standard EMI options are available for 9, 12, 18, 24 Months

* Loan and EMI Options are services offered by TeamLease EdTech. IIM Udaipur is not responsible for the same.

* Campus Immersion (Optional): A 2-day on-campus immersion will be held toward the end of the program. The fee is ₹16,000 (exclusive of GST) (it includes food & lodging) and must be paid upfront (with the one-time fee) or with the second installment, based on your payment plan.

Refunds

Candidates may withdraw their admission anytime up to 15 days prior to the program start date. A total of up to 70% of the program fee received as of the date of withdrawal will be refunded. However, the tax amount paid on the program fee cannot be refunded. Once the program has commenced, no refund will be possible.

Executive Alumni Benefits

Email ID

Lifetime access to an official email ID with the @iimu.ac.in domain.

City Chapters – Adhyay

Invitations to alumni networking events held across cities, enabling engagement with the wider IIMU alumni network.

Alumni Card with Serial Number

A permanent alumni identification card issued with a unique serial number.

Apollo Health Card

An exclusive health card from Apollo, offering privileged health-related services.

Newsletters / Articles

Regular sharing of IIMU newsletters and institute-authored articles to keep alumni informed.

10% Discount on ExEd Programs

A 10% discount on all future non-degree Executive Education programs offered by IIMU.

FT Rankings

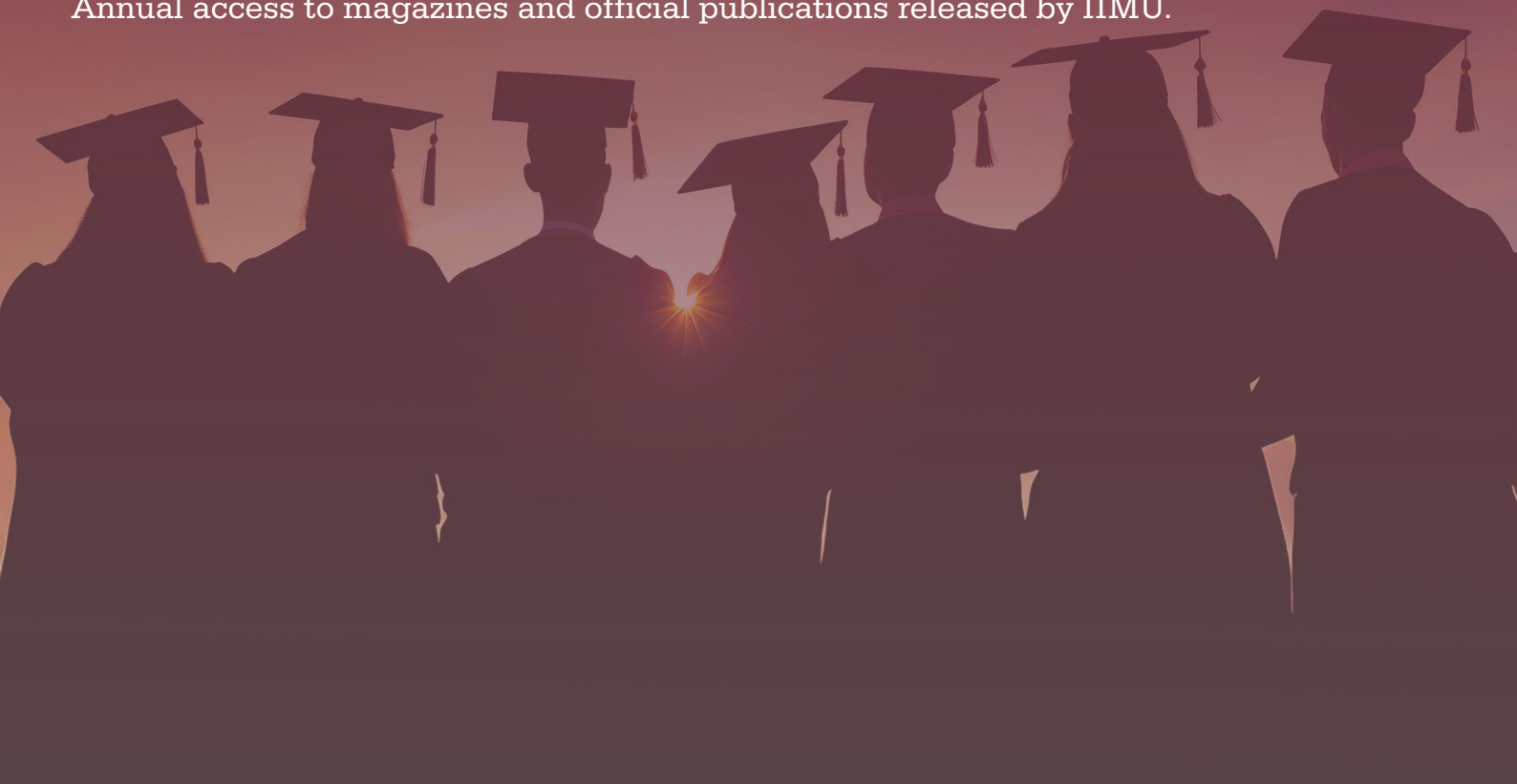
Eligible Executive Education alumni may be invited to participate in Financial Times rankings surveys.

L&D Student Mentorship

Select alumni in senior roles may be invited to mentor full-time IIMU students.

Yearly Magazines

Annual access to magazines and official publications released by IIMU.



Admission Process

Apply for the Program

1

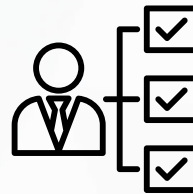


2

Submit Documents*

Selection by IIMU Committee**

3



4

Pay & Join the Program

*Scanned copies to be submitted within 7 days of application

i) Education Certificate

ii) Experience Letter / Latest Pay Slip

**Selection for the Program will be done by IIM Udaipur and is strictly based on the education, work experience, and motivation of the participants.



Lead with Purpose in a Product-Driven Era

Today's most impactful product professionals are navigating a world shaped by continuous innovation, evolving customer demands, and heightened market competition. Success today goes beyond managing roadmaps—it requires leading with strategic intent and customer empathy.

And with that comes a new set of challenges:

- How do I discover genuine customer pain points?
- How do I align product goals with business growth?
- How do I bring together diverse teams to build lasting value?

Even experienced professionals must evolve how they think about, design, and deliver products that matter.

To support this transformation, the Indian Institute of Management Udaipur introduces the Executive Program in Product Management—a 9-month learning experience built to strengthen your product leadership journey.

Combining agile thinking, user research, MVP experimentation, GTM strategy, and product analytics, this program equips you with the mindset and skills to lead every stage of the product lifecycle.

If you're ready to own not just the product, but the impact it creates—this is your next step. Grow with the Executive Program in Product Management at IIM Udaipur.



Program Director



Prof. Arun C.R.
IIM Udaipur

Research Expertise: Digital Technologies, Blockchain, Artificial Intelligence, and Information Systems Governance

Prof. Arun C. R. is an Associate Professor of Practice at IIM Udaipur with over 16 years of experience in IT services and consulting. He has worked with firms such as IBM, Wipro, Infosys, KPMG and EY. At IIM Udaipur, he teaches courses on digital technologies and consulting in the MBA and Executive MBA Programs. His academic research focuses on emerging technologies like blockchain and AI, with publications in peer-reviewed journals. He also holds master's degrees from SPJIMR Mumbai and Virginia Tech (USA).

Program Certificate



Indian Institute of Management Udaipur

Participant's Name

has successfully completed the
Executive Program in Product Management
conducted by the Indian Institute of Management Udaipur
from XXXXX to XXXXX.

Program Director

Chairperson, Executive Education

TeamLease EdTech & IIM Udaipur

IIM Udaipur has partnered with TeamLease EdTech for delivering Blended online programs both in Sync and Async platforms. These programs would broaden access to high-quality executive education for working professionals. This partnership reflects a shared commitment to delivering programs that are impactful, future-oriented, and designed to address today's evolving business challenges. While IIM Udaipur brings academic leadership and institutional prestige, TeamLease EdTech ensures seamless digital delivery, learner support, and nationwide reach - enabling professionals to learn from the best, wherever they are. This collaboration is redefining how executive education is delivered - combining institutional excellence with technological agility to reach learners across the country.

The Premier Edge

A partnership between TeamLease EdTech and IIM Udaipur brings together world-class academic expertise and flexible digital learning—creating a distinctive learning experience designed for ambitious professionals.

→ **Premier Institution**

Learn from IIM Udaipur—one of India's top-ranked IIMs, globally accredited and consistently featured in FT and QS global rankings.

→ **Industry-Relevant Curriculum**

Programs are tailored to meet today's leadership and product challenges, blending strategic frameworks with real-world application.

→ **Distinguished Faculty**

Sessions are led by IIM Udaipur's renowned professors, combining deep research insights with real industry experience.

→ **Immersive Learning Journeys**

Hands-on projects, business simulations, and optional campus immersions bring concepts to life in practical and impactful ways.

→ **Executive Alumni Status**

Become part of IIM Udaipur's exclusive executive alumni network, unlocking long-term professional and peer connections.

→ **Flexible Online Format**

Access live sessions, self-paced content, and expert-led discussions—all through a user-friendly digital platform that fits your schedule.

Together, IIM Udaipur and TeamLease EdTech are redefining executive learning—making it accessible, engaging, and purpose-driven.



Contact Us



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<https://cep.digiversity.com/iim-udaipur>