



Online Certificate Programme

Product Management for International Markets

**4 MONTHS LIVE ONLINE PROGRAMME
(July 2022 – November 2022)**



**INDIAN INSTITUTE OF FOREIGN TRADE
Deemed to be University
Under Ministry of Commerce and Industry
Government of India
www.iift.ac.in**



INSTITUTE'S PROFILE:

Indian Institute of Foreign Trade (IIFT) was established in 1963 as an autonomous body under the Ministry of Commerce & Industry to contribute in the skill building for the external trade sector of India. It has come a long way to successfully develop into a unique institution involved in imparting knowledge through Research and Training in International Business and Trade. The Institute was granted "Deemed to be University" status in 2002.

Over the years, IIFT has emerged as a national university with focus on Trade, Economics and International Business Management and Strategy, which is reflected in all major activities of the Institute viz. Research, Teaching and Training. IIFT has also contributed significantly towards the external trade sector of India through policy research and skill-building over the past six decades. The Institute has also emerged as a leading Business School in the country and has been consistently ranked among the top 10 B-Schools in the country.

The National Assessment and Accreditation Council (NAAC) recognized IIFT as Grade 'A++' Institution in its evaluations during 2005 as well as in 2015. University Grants Commission has graded the Indian Institute of Foreign Trade as Category –I Deemed to be University as per the provisions of the UGC [Categorization of Universities Regulations (only) for Grant of Graded Autonomy] Regulations, 2018. In 2021, it has been accredited by AACSB (Association to Advance Collegiate School of Business), a U.S. based quality accreditation and has entered in the premier league of top 15 Indian educational institutions.

PROGRAMME'S INTRODUCTION:

We live in a world that is surrounded by Products. Over last couple of decades, there has been an exponential growth in the importance & understanding of product management domain. Today, the landscape is very rapidly shifting from being project focused towards becoming product focused. This shift is to ensure that the business is sustained as per the changing market landscape and user needs. The central binding force that makes a product desired & successful is the role of Product Manager.

A Product Manager is often referred to as the “The Voice of Customer” or “CEO of the Product”, who owns the success or failure of the product, based on the decisions made throughout the product lifecycle. Most of the times, a Product Manager operates in ambiguous environments, collaborating with multiple stakeholders including business partners, sales & marketing teams, cross functional technology teams, user research & experience teams and many others while achieving product vision.

A very sound understanding of the product management skills, competencies, frameworks, processes & associated tools & technologies is essential to be successful in this role. These can be explained in a classroom setting, but it needs to be perfected through practical application only, to completely grasp the art & science of Product Management.

IIFT's Product Management Certification Program is a comprehensive learning experience that develops, enriches, strengthens & helps apply the Product Management competencies for a successful Product Management career. This is a distinguished program with below characteristic:

- Purpose driven learning plan
- Case study & practical based curriculum
- Combination of synchronous & asynchronous learning
- Capstone product experience to perfect the learning
- Guest lecturers from industry leading professionals & group networking
- Comprehensive assessment, 1:1 mentorship, mock interviews
- Product profile enhancement assistance

PROGRAMME PHASES:

The certification program is structured into four phases:

- Phase I – Inception
Introduction to Product Management, Ideas to Opportunity, Business Case
- Phase II – Execution
Designing, Agile, Roadmap
- Phase III – Growth
Communication & Stakeholder Management, Product Analytics, Bonus Topic
(To be decided by the batch)
- Phase IV – Conclude
Capstone Product, Profile Enhancement (LinkedIn & Resume), 1:1mentorship

WHO SHOULD ATTEND?

The Product Management Certification program from IIFT is for professionals looking to experience structured formalized learning for the Product Management profile. This program has broad coverage on subject topics with the needed in-depth hands-on experiential learning.

THIS PROGRAMME IS FOR YOU IF YOU ARE:

- New to product management field and want to enhance your understanding of product management to excel in your professional journey
- Planning to launch your own business idea as a founder or co-founder and want to learn the ticks of trade of Product Management
- Experienced professional in other related fields such as engineering/technology, design/UI/UX, sales & marketing, scrum master, account management, delivery management, business consulting, etc. and looking to make a lateral shift into Product Management.
- Targeting roles with titles such as Product Manager, Product Owner, Digital Product Manager, Associate Product Manager, Product Lead, etc.

LEARNING METHOD AND PLAN:

- Online/Virtual session delivery, group activity, case study, group presentation
- Learning through industry expert interactions & peer learning
- Duration : 4 Months
- Class duration: 3 hrs. on every Saturday & Sunday morning
- Self-study & case work
- Profile enrichment engagement: Capstone product, 1:1 mentoring, mock interview, etc.



Last date to apply: 15th June, 2022

Duration: 04 months (July 2022 – November 2022)

Programme Fee: ₹.90,000/- (Rupees Ninety Thousand Only)

Two Installments: ₹ 50000/- (Latest by 15.06.2022) & ₹ 40000/- (Latest by 14.08.2022)

For training and consultancy related inquiry please contact:

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