

Product Management Certification Program

<u>Application Deadline:</u> <u>12th December, 2021</u>	<u>Program Format:</u> <u>Online/ Live Online Sessions</u>
<u>Duration:</u> <u>4 Months 4 Phases</u> <u>3 Hours/ Saturday & Sunday</u>	<u>Early Applications Encouraged</u> <u>Limited Seats are Available</u> <u>Payment Plan in Two Installments:</u> ₹ 50,000/- ₹ 40,000/- by 12.12.2021 by 25.02.2022

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

Program 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), 1:1 mentorship

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 program 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 & Plan

- Online/Virtual session delivery, group activity, case study, group presentation
- Learning through industry expert interactions & peer learning
- Duration : 4 Months
- Class duration: 4.5 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: 12 December, 2021

Duration: 04 months (18 December 2021 – 24 April 2022)

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

**Two Installments: ₹ 50000/- (latest by 12.12.2021), &
₹ 40000/- (latest by 25.02.2022)**

For training and consultancy related inquiry please contact:

**Centre for Distance and Online Education (CDOE)
Indian Institute of Foreign Trade
Qutab Institutional Area
New Delhi (110016) – India/ Tel: 011-39147303 / Email id: cdoe@iift.edu**