



www.productleadership.com



EPGPM

Executive Post Graduate Program in Management

Get ahead of the crowd. Zoom into the leadership track.

**DO IT
NOW**

**SOMETIMES LATER
BECOMES NEVER.**

#PRODLEADER MANTRA

MESSAGE

FROM THE INSTITUTE

With the Indian economy on the threshold of a “Product Avalanche”, organizations are looking for product leaders as opposed to just technology managers. The Institute of Product Leadership (IPL) was formed in conjunction with Executive Product Industry Council (EPIC) with the aim to design and deliver programs for senior professionals, enabling them to accelerate their career advancement, transform into a leadership role and internalize entrepreneurial thinking. We impart the skills to innovate in the global context and in emerging markets.

IPL designed the Executive MBA degree program with this value proposition in mind. Appreciating the great value of the EMBA program, many passionate professionals have reached out to us with the concern of not being able to enroll into the program due to their inability to travel to the Institute's campuses at Bangalore.

We have designed the Executive Post Graduate Program in Management specifically to cater to such demand from locations where the EMBA is not being offered. This is our earnest initiative to take Product Leadership to where there is a need. For the first time ever, a specialized, world-class program comes to 5 cities in India (Hyderabad, Pune, Gurgaon, Mumbai and Bangalore).

EPGPM is a 12-month experiential program customized for mid-career professionals. In addition to the core Product Management and Product Marketing foci, we have updated the curriculum with industry-relevant tracks in the Product Owner role, User Experience Design (UX Design) and Data Analytics. With the EPGPM, you gain the skills and competencies essential for leadership roles in product innovation.

Welcome to the Institute of Product Leadership!

“Keeping management education relevant for professionals”

WHY EPGPM

EPGPM ADVANTAGE

EPGPM bridges the gap between technology and business decision-making. It helps professionals upskill themselves in five specific skills that industry is looking for: Product Management, Product Marketing, Product Owner, User Experience Design (UX) and Data Analytics. The EPGPM enhances the careers of participants and makes them job-ready.

PROGRAM DELIVERY

EPGPM is administered by product practitioner gurus and industry stalwarts who have built and scaled some of the world's most-loved businesses. The program is designed to address real-world challenges and meant to be a hands-on experiential learning, which includes four immersions through the duration of the program.

CURRICULUM & LEARNING

Our skills-based modular curriculum offers deep and broad knowledge in Product Management, Product Marketing, Product Owner, User Experience Design (UX) and Data Analytics. All knowledge is augmented by Harvard Business Publishing.

EXPERIENTIAL LEARNING & PRODUCT LABS

As part of Active Study, participants get hands-on experience solving industry challenges and building solutions to real problems. Each participant has an option to either BYOI (Bring Your Own Idea) or work on a problem identified by mentors and product industry executives in the community.

CAREER ADVANCEMENT

EPGPM is ideal for mid-career technology leaders who want to accelerate their career growth in the product space. Our approach and curriculum have been validated and endorsed by several Fortune 500 companies and industry leaders who have been associated with us over the last year.

“Bringing you up to speed with your industry”



FOCUS ON SKILL BUILDING AND CAREER ENHANCEMENT

5 LOCATIONS

2 ONLINE SESSIONS / WEEK

1 CLASSROOM SESSION / MONTH

The course has classroom sessions once a month and two 3-hour online sessions each week at specific locations in Bengaluru, Delhi, Pune, Hyderabad, and Mumbai.

PROGRAM INSIGHTS

Bringing Product Leaders who have defined businesses in Fortune 100 companies to the classroom.

Designed specifically for mid-career technology managers, our integrated curriculum is delivered by global practitioners. The course modules are designed around the themes of Product Management, Product Marketing, Product Owner, User Experience Design (UX) and Data Analytics. EPGPM is augmented with a learning management system for continuous learning. Post-course assignments to practise the learnings through the course. This course is facilitated by world-class faculty. Every two-hour classroom session is augmented with two hours of participant presentations and feedback, followed by skillathons and hackathons.



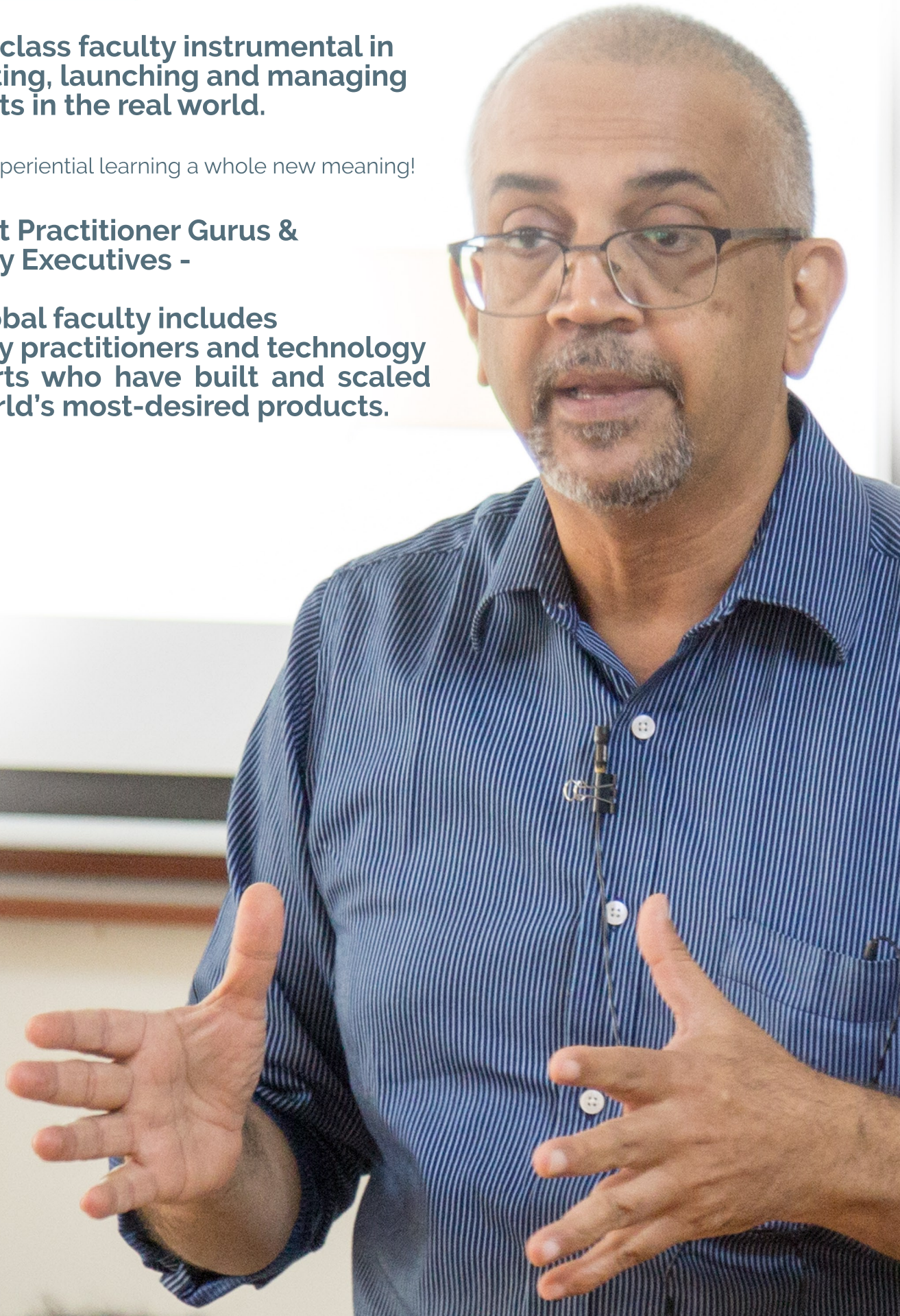
FACULTY

World-class faculty instrumental in innovating, launching and managing products in the real world.

It gives experiential learning a whole new meaning!

Product Practitioner Gurus & Industry Executives -

Our global faculty includes industry practitioners and technology stalwarts who have built and scaled the world's most-desired products.





TATHAGAT VARMA
Founder and CEO, Thoughtleadership.in
Bangalore



AKSHAY CHERIAN
Cofounder,
Business Sherpa, Bangalore



ASLAM HIRANI
Entrepreneur and Agile
Coach



AMEEN HAQUE
Founder,
The Storywallahs



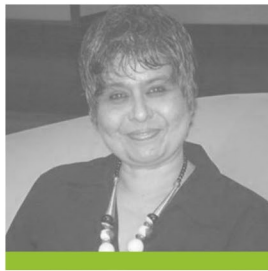
NAVEEN LAKKUR
Innovation and
Entrepreneurship Coach



PROF. PINKESH SHAH
Director of Programs
Associations: IBM, McAfee, NetIQ



RAHUL ABHYANKAR
Director of Programs



NANDINI VAIDYANATHAN
CMD, CARMA Venture Services



VASUDEV MURTHY
Management Consulting



VISHWANATH P
Leadership & Executive Coach



RAJNISH SINGH
Director, VentureBean Consulting



MUKESH GUPTA
Director - Customer Advocacy
SAP India Private Limited

CURRICULUM TRACKS & COURSES



CUSTOMER INSIGHTING

CUST 101 - VALUE PROPOSITION DESIGN

- Building Creative Confidence
- Value Proposition Design
- Strategic Product Planning

CUST 201 - PRODUCT OPERATIONS

- Building Creative Confidence
- Value Proposition Design
- Strategic Product Planning

DATA 301 - DATA ANALYTICS FOR PRODUCT LEADERS

- Statistics and Quantitative Methods
- Data Analytics
- Data Driven Decision Making

LEADERSHIP

LEAD 101 - LEADERSHIP SKILLS FOR PRODUCT LEADERS

- Presentation Zen
- Career Path Planning
- Executive Presence

LEAD 201 - ADVANCED LEADERSHIP SKILLS FOR PRODUCT LEADERS

- Influence without Authority
- Negotiation and Conflict Management
- Advanced Presentation Skills
- Change Management

DESIGN

DESI 101 - USER EXPERIENCE DESIGN AND PROTOTYPING

- Design thinking
- UX Design
- Prototyping

STRATEGY

STGM 201 - STRATEGIC ACUMEN FOR PRODUCT LEADERS

- Strategy Management Frameworks
- Management Consulting

ENTR 301 - ENTREPRENEURSHIP, INTRAPRENEURSHIP AND NEW VENTURE CREATION

- Entrepreneurship Fundamentals
- Business Plans
- Entrepreneur Finance
- Intrapreneur

FINANCE

FINA 201 - BUSINESS FINANCE FOR PRODUCT LEADERS

- Finance and Accounting
- Financial Modeling and Analysis

MARKETING AND SALES

MKTG 101- PRODUCT MARKETING AND GROWTH HACKING

- Digital Marketing
- Growth Marketing
- Product Marketing



EXPERIENTIAL PROCESS

SKILLS DEVELOPMENT



UX



Growth Hacking



Story Telling



Product Strategy



GotoMarket
and Sales Enablement



Analytics



Management
Consulting



Roadmapping



Devops



Portfolio Management
& Strategy



Financial
Analysis



Business Models
& Pricing



Leadership
Skills



Customer
Insighting



Competitive
Analysis



Productathons

The journey is as important as the destination! Become job-ready and acquire relevant skills via 21st Century learning methodologies that help you acquire an executive presence as you develop skills:

- Flipped Classrooms
- Live Presentations
- Product Labs
- Skillathons
- Hackathons
- Industry Challenges

While the focus is to build strong functional competencies, the program also aims at creating strong leadership skills through personalized assessments and executive coaching. Mentoring is a significant part of the program, **because even Tiger Woods needed a coach!**

BENEFITS

- Learn from world-class faculty and your peers
- Acquire domain-specific skills and become job-ready
- Get certified to get into the hottest roles in industry today!

HANDS ON LEARNING EXPERIENCE

INTEGRATED CURRICULUM

Industry relevance and actionable learning through hands-on presentations, skill labs, skillathons and hackathons are the design drivers for the program experience.

With connected modules designed for experiential learning, the goal is to prepare participants holistically, avoiding building isolated skill sets.

CONTINUOUS LEARNING

While all course modules are delivered face-to-face, group discussions, multi-media resources and peer discussions through the learning management system enable continuous learning.

EXPERIENTIAL LEARNING & PRODUCT LABS

As part of Active Study, participants get hands-on experience by solving real challenges and building solutions to real problems. Every participant can either BYOI (Bring Your Own Idea) or work on a problem identified by mentors and product industry executives in the community.



Become an industry-ready professional through an educational experience which is experiential, relevant and industry-focussed. Take a cue, get inspired & take charge of your own destiny!

PEDAGOGY

- Discussions and Role Plays as part of Experiential Learning using HBR case studies.
- “Active Study” with real company projects
- Continuous Executive Coaching with Pre/Post-Assessments.

PERSONALIZED LEADERSHIP ASSESSMENT

Leverage our open resources & cutting-edge research specifically relevant to product professionals

CONFLICT MANAGEMENT

How one behaves or reacts during a conflict situation is analyzed across five conflict-handling modes in a team environment, 1:1 setup and stakeholder management. By understanding their psychometric profile, participants are then coached to develop the right set of conflict management techniques for the situation at hand.

CAREER PLANNING ASSESSMENT

The purpose of Career Anchors self-assessment is to help you manage your career choices. A self-analysis of your career upto this point is essential if you are to make good choices as you look ahead.

INFLUENTIALITY INDEX REPORT

A Product Leader's biggest challenge is the ability influence without authority. Through leadership courses like Influence Building and Stakeholder Management facilitated by Executive Coaches, participants get an in-depth understanding of the drivers of how to build influence in the organization.

PERSONALIZED DEVELOPMENT PLAN

Series of leadership interventions, Psychometric Assessments & Executive Coaching helps develop a personalized development plan. We do Pre-Program, Mid-Program & Post-Program assessments to audit the gaps and measure the incremental improvements in your leadership development.



INTEGRATED LEARNING

“For the things we have to learn before we can do them, we learn by doing them”

- Aristotle



HANDS-ON LEARNING

The program is designed to create immersive learning around topics with industry best practices and case study discussions. Hands-on exercises enable actionable learning.

INTEGRATED EXPERIENCE

Unlike most training programs that build isolated competencies, the goal here is to enable you to make balanced product decisions across strategy, execution and leadership skills and get it implemented by the team.

ENGAGED MENTORSHIP

From career path transitions to accelerating product innovation initiatives, expect 1:1 attention from the faculty and engage industry leaders as they mentor you during & after the program.

EXPERIENTIAL LEARNING

We follow the philosophy of experiential learning. With the credo of “By Practitioners, For Practitioners”, the programs are designed by Executive Leaders (EPIC) and delivered by practitioners. Our faculty members are real-world practitioners who understand that teaching is not telling and that facilitating the experience is the best way to create true immersion for participants and make the learning truly actionable.

CAREERS

Our Career Management Cell specializes in the following areas to help participants achieve their career goals:

INDUSTRY CONNECT

At the Institute of Product Management, we have developed a strong network with the Product Industry that helps us connect with MNCs and Growth Startups. We lever this network to identify various Product Management roles at junior, mid and senior levels and help our participants connect with potential hiring managers. Hiring managers visit our campus regularly for campus recruitment.



INDUSTRY INTERNSHIP

Our Career Management Cell actively works with industry sponsors to provide challenging internship projects for the participants. These internship projects can help participants to showcase their skills and transition to their desired jobs.



CAREER COUNSELLING

Our Career Management Cell provides ongoing and tailored career assistance like resume building and interview preparation. The career assistance is focussed on providing career counselling to our participants and is also customized to specific roles to maximize the chances of participants' selection.

CAREER MANAGEMENT CELL

The essence of the Career Management Cell is to assist every participant in their career transition to the technology and management roles of their choosing. Our Career Management Cell provides services and resources to help participants in the program to assess and explore career options in the Product Industry in established corporates as well as emerging startups.

ELIGIBILITY

Ideal candidates to the program will be interested not just in learning about business, but in learning about themselves. Ability to work under ambiguity - to take a limited set of incomplete information and work forward in the best way possible - will be highly valued.

IDEAL ATTENDEE PROFILE

- Directors/Stakeholders
- Engineering Managers (Dev/QA/Support)
- Architects & Technologists
- Customer-facing Solution Managers (Pre-sales/Consulting)
- Program Managers
- Project Managers
- Business Development Managers
- Business Analysts
- Software Engineers

***Across any industry**

EXPERIENTIAL LEARNING



APPLY

Submit the filled application. If you qualify, you will be notified of the next steps.



WRITTEN ASSESSMENT

The written assessment is more around product thinking and design approaches.



FACE-TO-FACE INTERVIEW

Our panel members (consisting of expert practitioners) will be interviewing you to understand if you are a good fit for the program.

Institute of Product Leadership

No.1, KSDP Building, 3rd Floor, Kira layout
Hosur Main Road, Bangalore - 560029
Ph: 8880-760-555



[Linkd.in/prodleader](https://www.linkedin.com/company/prodleader) [facebook/prodleader](https://www.facebook.com/prodleader) [twitter/prodleader](https://twitter.com/prodleader) engage@ipl.edu.in

www.productleadership.com