INTERNATIONAL PG CERTIFICATE IN PRODUCT MANAGEMENT & MARKETING
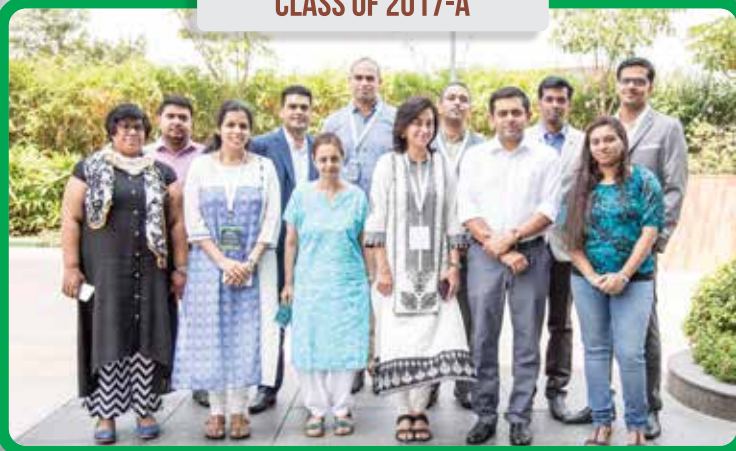
ACCELERATING
CAREER PATH

Institute of
PRODUCT
LEADERSHIP

CLASS OF 2016-A

CLASS OF 2017-A

CLASS OF 2017-B

CLASS OF 2018-A

WELCOME MESSAGE FROM THE INSTITUTE

20 weeks to a roadmap of transformation! Welcome to the International Certificate in Product Management & Marketing (ICPM) course.

OUR STORY:

The Institute of Product Leadership was formed in conjunction with Executive Product Industry Council (EPIC) - IPL's motto was singular - to design and deliver a program for senior tech professionals to accelerate their transformation into product managers. The learning cycle started from building innovation and culminated in productizing it in the global context and that of emerging markets.

ICPM'S STORY:

International Certificate in Product Management & Marketing (ICPM) is an experiential program delivered in a hybrid (on campus/off campus) model by world class practitioners and faculty. These leaders will work with global stakeholders to conceive, validate, build, and launch products that ultimately delight the customers.

Welcome to the Institute of Product Leadership!

Pinkesh Shah
Director of Programs
Institute of Product Leadership

Keeping management education relevant for product professionals

ACCELERATION IS KEY:

With the sole focus to assist working professionals transition and accelerate from technical and functional roles to business leadership roles, ICPM is the world's first certification program in Product Management & Marketing.

EXPERIENTIAL - LEARNING BY DOING:

ICPM's experiential learning will be made actionable through real-world projects, Harvard case study-led discussions, and interactions with industry executives.

| Skill 1 Immersion | Skill 2 Immersion | Skill 3 Immersion | Skill 4 Immersion | Product Labs + Certification |
| MONTH 1 | MONTH 2 | MONTH 3 | MONTH 4 | MONTH 5 |

LIVE ONLINE COURSES + FACE TO FACE IMMERSIONS

LEAN START-UP PRODUCT LABS - LEARN BY DOING

HYBRID LEARNING (LIVE + ONLINE):

The integrated curriculum is delivered by best-in-class global practitioners and faculty. All courses are delivered live on an interactive video conferencing mode with pre-reading, actual sessions (3 hours each) and post session exercise or assignment. Every participant is also engaged in peer learning through open discussion forums within the class including faculty and industry mentors in an continuous mode. Learning from your desk - you don't need to sacrifice your work life to learn and get ahead in your career.

PM SKILLS: FROM 'WHAT AN IDEA' TO 'LET'S SHIP!'

Productize a great idea - Day 1 on projects based on the ideas -Bring Your Own Idea -(BYOI) - you submit or a real world business problem identified from the industry. The goal of these course projects is to produce a complete product and business plan for the start-up idea or the business problem.

GLOBALLY ACCREDITED CERTIFICATION:

It is a program designed and delivered by senior practitioners for practitioners and accredited by AIPMM, USA (www.aipmm.com)

PRODUCT LABS - LEARN BY DOING:

If you are an entrepreneur in the making - this is the cherry on top! At the end of the course the project output would be evaluated by a panel of industry experts on the Executive Product Industry Council (EPIC) board of IPL and VCs from the industry.

Growing startups, MNC R&D Centers, Venture Capital Firms, IT Services Products & Platform groups - are all looking for business leaders who can help with their "productizing" initiatives. We invite all of you to get more involved with the institute as an employer, mentor or a speaker!

COMPANIES ON CAMPUS

Fusion Chart	Informatica
Dell	Infosys
Cisco	Flipkart
Jam Cracker	Redbus
Magna Quest	Mumbai Angels
JDA	Ilantus

Some influential speakers who have visited the Institute of Product Leadership over the years

Sarit Arora	- UX Lead, Yahoo	Amit Phadnis	- Chief Digital Officer, GE Healthcare
Sharad Sharma	- CEO Brand Sigma		
Vivek Kumar	- Sr. Product Manager Amazon.com	Shekhar Kirani	- Partner, Accel Partners
		Dharmendra Singh	- CCM, Schneider Electric
Alok Goel	- Chief Product Officer Red Bus	Dhimanth Parekh	- Head of Product Mgmt Hoopos.com
Saran Chatterjee	- Ex-VP Products, Flipkart	Ramkumar Narayanan	- VP Technology & Managing Site Director, VMware
Sanjeev Kumar	- MD/ #Head Informatica		

5

VISHWANATH. P.

Leadership & Executive Coach
Associations: ITC, Motorola

NAVEEN LAKKUR

CMD, CARMa
Venture Services

ASLAM HIRANI

Entrepreneur and Agile Coach

RAHUL ABHYANKAR

Product Management Executive
San Francisco Bay Area

AMEEN HAQUE

Founder at The Storywallahs

PINKESH SHAH

Director of Programs
Associations:
IBM, McAfee, NetIQ

SAISATISH VEDAM

Director of Product Management,
Oracle

KANUPRIYA SINDHU

Independent Consultant/
Digital Marketing Faculty

KARTHI SUBBARAMAN

Chief Product Officer,
Xperian

RAMESH PALANISAMY
Manager - Software Development, QA

Current location:
BANGALORE

Education:
B.E (E&C)

Previous Experience:
Scripts Development
Deployment & QA

Experience (Years):
18 (Eighteen)

Area of Expertise:
Telecom, Networking, VoIP & Platform Engineering
QA Manager

GIVES YOU EXPOSURE IN ALL AREAS OF PRODUTIZING PROCESS

ICPM attracted me because I was looking to get exposure to Functional skill set on Product Management. With 18 Years of Engineering exposure & Gained great amount of Networking Domain Expertise, ICPM offered the "best combination" of three things I wanted: a strong peer network, foundational business skills, and "an environment conducive to the entrepreneurial spark."

Regarding the acquisition of skills, I admire to do the Research analysis, Customer in sighting& Analytics. Unlearn to approach ina certain way &to take a limited set of incomplete information and work forward in the best way possible.

http://www.in.linkedin.com/in/spramesh

http://www.twitter.com/spr_ramesh

KARTHIK MADHAVA
Product Manager
Cisco

Current location:
Bangalore, India

Education:
B.E. in Computer Science & Engineering

Previous Experience:
Cisco SystemsJuniper NetworksNetwork Appliance

Experience (Years):
13 (Thirteen)

Area of Expertise:
Network Aware Applications (Telecom, IP and Storage Networks) Partner Ecosystems

FROM A GOOD TO A GREAT PRODUCT MANAGER

I have been a Product Manager for more than 3 years now, having sucessfully taken to market several products. Initially I wasn't sure if I really needed such a comprehensive program but I am so glad I actually joined it.

It gave me a contextual perspective on things I was already doing (adding structure to it)but also enabled me with advanced techniques& best practices around both inbound and outbound marketing. The program went beyond functional skills into leadership skills and that's where I believe the impact has probably shaved off a couple years in my journey to the top!

I am a lot more confidentas I accelerate my next level of career path and I can count on a lifelong network of practitioners and industry connect to help me in that journey of going from Good to Great!

http://www.linkedin.com/in/karthikmadhava

karthikmadhava

9

COURSE MODULES

VALUE PROPOSITION DESIGN

- Design thinking
- Product Thinking:
- Business Design
- Business Model Canvas
- Value Proposition Design

AGILE PRODUCT MANAGEMENT

- Product Thinking & Dual Track Agile
- Release Planning
- Agile Methodologies
- Product Roadmap
- Agile Practicum

USER EXPERIENCE DESIGN

- User Interface Design
- Interaction Design
- Visual Design
- Branding
- Design Pattern

PRODUCT MARKETING

- Buyer Persona: Compelling Value
- Positioning Statement, Launch & Marketing Plan
- Sales Cycle and Sales Enablement
- Marketing Metrics & Tools
- Segmentation and Target Market Sizing

LEAN START-UP PRODUCT LABS -LEARN BY DOING

As part of the curriculum requirements participants are required to work from Day 1 on projects based on a real world business problem identified from the industry. The goal of these course projects is to produce a complete product and business plan for the start-up idea or the business problem.

At the end of the course the project output would be evaluated by a panel of industry experts on the Executive Product Industry Council (EPIC) board of IPL and VCs from the industry. An executive coach is assigned to each of the projects to mentor on various aspects of Product Management throughout the project.

INTEGRATED CURRICULUM

Industry relevance & actionable learning through hands on immersions are the design drivers for the program experience.

Through specific courses with connection points, the goal is to prepare participants holistically avoiding building isolated skillsets.

CONTINOUS LEARNING

All courses are delivered live on an interactive video conferencing mode with pre-reading, actual sessions (3 hours each) and post session exercise or assignment. Every participant is also engaged in peer learning through open discussion forums within the class including faculty and industry mentors in an continuous mode.

KEY BENEFITS

- Experiential learning
- Industry Connect
- Global Recognition
- Leadership Skills

RAJARAM BHASKARAN
Sr. Project Manager
CA Technologies

Current location:
Bangalore, India

Education:
BTech – Computer Science

Previous Experience:
General Electric, Infosys Technologies

Experience (Years):
14 (Fourteen)

Area of Expertise:
Authentication, e-commerce Fraud, Portfolio Management

A DEEP DIVE INTO WHAT PRODUCT MANAGEMENT MEANS

"The ICPM program has exposed me to the bells and whistles of what it means to be a Product Manager. Experiential learning by actually applying the concepts through exercises/projects and small cohortthat allows the participants to hear from each other on their experiences and challenges faced were the highlights of the program.

Access to senior practitioner faculty and their availability to mentor me whenever I have a question was just amazing. Finally the networking opportunities offered means that any help you need is just an email or a post away. The fact that the faculty and the course participants have an impressive track record of success also means that I have now built a valuable network which I intend to leverage for the rest of the career path!

I would recommend ICPM for any business leader who wants a strong business foundation to cover all aspects of a product lifecycle from ideation to capitalization of the idea. "

http://in.linkedin.com/in/rajarambhaskaran

SAMEER DESHPANDE
Consultant

Current location:
PUNE

Education:
PMP®, MCM, BCS

Previous Experience:
ERP (SAP, Infor)
Consulting, Implementations, Rollouts,
Localizations, Global
Support

Experience (Years):
20 (Twenty)

Area of Expertise:
Program / Project
Management around
ERP Software
(SAP, Infor)

TO TRANSIT YOURSELF INTO THE FIELD OF PRODUCT MANAGEMENT

Sameer says, he asked this question to himself and his peers. "To my surprise, I found that very few people are aware about Product Management. Many companies leave it either to Marketing or Engineering teams. Result is then obvious –Products, which do not meet customers' needs at all or over-engineered products."

Sameer then adds ICPM is the course, which inculcates the basic as well as advanced aspects of Product Management and brings out how it results into products that are delightful for the customers as well as profitable to the company.One gets to learns all these in an experiential manner from the faculties that are drawn from the best in the industry. Therefore, he feels that if one wants to transition himself/herself into the field of Product Management, ICPM is the best course.

http://in.linkedin.com/pub/sameer-deshpande/6/65b/100

http://twitter.com/sameers_deshpan

LET'S GET YOU INTO THE LIMELIGHT!

The essence of the Placement Assistance Program is to is to provide a direction on:

• Industry developments which impact the career scalability.
• Opportunities for collaboration with industry in applied research and development and other business development activities related to training services and products.
• Opportunities to improve the outcomes for key client groups.
• Facilitating links with industry clients, MNC's & growth startups that need junior & senior Product managers & Product marketing managers. They are invited to attend campus immersion for selection.

Today more than ever, a powerful and influential industry connect is essential for program success and advancement. Technology and industries are changing unpredictably and at exponential rates.

At the Institute of Product Leadership we have made connections in the Product Industry & with several MNCs & growth startups that need junior & senior Product managers & Product marketing managers. They are invited to attend campus immersion for selection.

Our goal is for everyone who wants full-time employment to get multiple offers. While we continue to work on the industry academia alliances, we ensure that we provide networking sessions with the perspective of placement.

NIKHIL GUPTA
Product Manager
Aricent Technologies

CREATING PRODUCTS THAT MATTER

My journey as Product Professional and Unified Communication leader,humbled me to launch couple of Enterprise –SMB Products in the past 5 years.

Having been through the rigor of Product management by picking skills on the job, I wanted to validate my strengths and equip myself better as a Product Leader.

The program is a true delight. It has helped me sharpen my focus, shatter my mis-conceptions and most importantly helped me hone right skillsto create Value for Customers.

I can now connect the dots… and infuse elements of Market research, Design and Technology with-in the Product Space. The learning at ICPM was a revelation, and now part of my DNA.

Current location:
Gurgaon, India

Education:
B.Tech IT - Manipal University

Previous Experience:
Aricent , IPcelerate, Taluna

Experience (Years):
09 (Nine)

Area of Expertise:
Unified Comm – Video and VOIP
Product Management, Go-to Market

http://www.linkedin.com/pub/nikhil-gupta/61/249/7b9

nikhilslounge

AUGUSTINE SAMUEL

Product Manager
Visa

PERFECT LAUNCHER TO MY PRODUCT MANAGEMENT CAREER!

Current location:
Singapore

Education:
B.E., Madras University

Previous Experience:
MasterCard Worldwide, Barclays, Wipro Technologies

Experience (Years):
10 (Ten)

Area of Expertise:
Payment Industry, Financial Services

Joining the program from Singapore it was "the best choice" having a perfect combination of on-campus and live online courses. The faculty selection for all courses was just amazing.

They were all real industry practitioners who delivered best practices of Product management, Product Marketing, Finance & leadership skills. They were not just based in India, but they came from various parts of the world giving me the true global experience.

This program not only enabled me with actionable learning but also supported a career path transition while I was still in the program!

sg.linkedin.com/in/augggiesam/

ELIGIBILITY & APPLICATION PROCESS

IDEAL ATTENDEE PROFILE:

- ◆ Program Managers, Project Managers
- ◆ Engineering Leaders (Dev/BA/QA/UX)
- ◆ Architects & Technologists
- ◆ Product Managers, Product Marketing Managers, Solutions Managers
- ◆ Pre/Post-Sales, Tech Support, BD

APPLICATION

Submit filled application form Or
Write to: engage@ipl.edu.in

PROGRAM TIMELINES AND FEES

Please write to engage@ipl.edu.in
Or Call +91 973 805 4441

twitter.com/prodleader

linkd.in/prodleader

www.productleadership.com

engage@ipl.edu.in

INSTITUTE OF PRODUCT LEADERSHIP
India :
No.1, KDP Building, 3rd Floor,
Kira layout, Hosur Main Road,
Bangalore, India 560029
Phone: + 91 974-099-1601

USA :
10181 Bilich PL Cupertino,
CA 95014 US
Tele: + 1 713 568 8154