



# MBA

## Technology Management

**Become The Manager This Technology  
Driven World Needs Today**

**FROM ASIA'S 1ST B-SCHOOL FOR PRODUCT,  
TECHNOLOGY & INNOVATION MANAGERS.**





72% of companies across all industries are going through digital transformation & hence what we need are leaders and managers who can understand the context of customer, technology and business.

**Amit Phadnis,**  
Office of CTO, GE Healthcare

# MESSAGE

## FROM THE INSTITUTE

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We started the Institute of Product Leadership (IPL) with the mission of creating industry relevant management programs for working professionals. The Institute was formed in conjunction with the Executive Product Industry Council (EPIC). IPL is well known for designing and delivering high impact programs for senior professionals, enabling them to accelerate their career advancements, transform into leadership roles and internalize entrepreneurial thinking. In the past 14 years we have impacted more than 4500+ working professionals and helped them move into a bigger and brighter future. We have delivered programs in more than 1700+ corporates including multinationals, global conglomerates and startups across industries. The Institute is known for its practitioner faculty, experiential learning pedagogy and unique curriculum that form the core of all the programs that we offer.

Corporations today are embracing strong digital transformation programs to stay competitive and stay relevant. Such technology driven disruption requires a different kind of work force who not only understand the technology and engineering aspects but can also see the bigger picture and can implement innovation process through customer and business context. This will create unprecedented demand for roles like agile product Managers, project managers, business analyst, digital marketing managers, product architects and engineering managers broadly called technology managers.

We have designed the MBA in Technology Management program in collaboration with industry executives, to equip you with the industry ready skill sets using our unique pedagogy to help you excel in as a technology manager.

**Welcome to the Institute of Product Leadership!**

**SaiSatish Vedom**  
**Co-Founder,**  
**Institute of Product Leadership**

# WHY DO AN MBA IN TECHNOLOGY MANAGEMENT?

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While a general MBA offers the same age-old curriculum which is gradually losing its relevance in the market, MBA in Technology Management provides new age skills along with the general understanding of the business, management, and leadership. Technology Management focuses on cross-functional skills such as IT management and leadership. It helps in acquiring demonstrable abilities which are relevant across the globe. The curriculum also offers certifications on the latest technology, integrated with the course, which keeps professionals a step ahead of their counterparts who have a generic MBA or a simple engineering degree.

## Why MBA in Technology Management is more relevant than generic MBAs



### **See the big Picture**

#### **BUILD MANAGEMENT CAREER IN TECH COMPANIES**

Modern Innovators are expected to see the big picture & participate in decision making.



### **Don't settle for generic MBA**

#### **LEARN WHATS RELEVANT**

Specialize in new age skills that demands a premium in the industry.



### **Become Industry Ready**

#### **GET GLOBALLY CERTIFIED**

Practice and demonstrate abilities and best practices through globally recognized certifications .

# BECOME A TECHNOLOGY MANAGER



## PROGRAM OVERVIEW

### MBA IN TECHNOLOGY MANAGEMENT

This Program is a unique, industry-integrated, career-outcome-focused, UGC-accredited degree program for early career professionals. It's a highly specialized program that brings together technology and AI skills, management skills, and business skills to prepare the participants and make them ready to manage technology initiatives, digital transformation projects, and digital products.



**24 MONTHS**



**FULL TIME, CAMPUS, RESIDENTIAL**



**GUARANTEED JOBS**



**UGC APPROVED. ACCREDITED DEGREE**



**FOR EARLY CAREER PROFESSIONALS**



**GUARANTEED PAID INTERNSHIP**



**CMR UNIVERSITY CAMPUS, BANGALORE**



# IPL DEVELOPS TECHNOLOGY LEADERS WHO CAN INSPIRE, GUIDE AND GROW ORGANIZATIONS

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MBA in Technology Management is a specialized program designed for technology professionals who want to accelerate into leadership roles through mastering the business context, customer context and market context. TMBA helps you focus on specific career tracks, and gives you the necessary edge to be productive in your chosen role from Day One. As part of the program, we harness industry expertise, connect you to practitioners and assist with industry internships and industry projects to give you true hands-on learning

- Develop business acumen and strategic thinking ability
- Manage products, people, and innovations in technology companies
- Create profit centres and contribute to the revenue share of your organization
- Recognize opportunities for a new product

## IPL'S EXPERIENTIAL APPROACH TO LEARNING

The Institute of Product Leadership is essentially a growth incubator, which aims to accelerate the career paths of select engineering professionals, chosen based on their outstanding potential for innovation and leadership

## THE CURRICULUM

IPL's MBA in Technology Management curriculum consists of 80 course credits comprising 1200 hours of directed learning that equip you with the essential knowledge and necessary skills to advance into techno-managerial roles. For example, you will learn how to market your products in the Technology Marketing course, and how to manage complex projects in your Technology Operations course. Throughout the program, your leadership skills are focused on, sharpened, and enhanced.

Our curriculum focuses on domain specific knowledge, contextualized to technology management. The curriculum is designed for concrete outcomes. The skill-sets that technology leaders need are mapped to job requirements aligning learning outcomes of each course with the required job skills and career tracks.

“**DO IT NOW!**  
**SOMETIME LATER**  
**BECOMES NEVER.**”

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**#PRODLEADER MANTRA**



# EXPERIENTIAL APPROACH TO LEARNING

## EXPERIENTIAL LEARNING

Our 'LEARNING BY DOING' Pedagogy distinguishes us from other B-Schools. A curriculum designed to impart skillsets required by industry, and immersive learning with practitioners creates truly actionable outcomes.

## CASE & FIELD METHOD

Extensive discussions with case studies from Harvard, hacking into real-world situations and solving problems by applying what you have learnt provides hands-on learning experience.

## ELECTIVE TRACKS

Deep dive into elective tracks of your choice and become a pro at it. Get 1:1 coaching and support to sharpen your skills in your areas of passion.

## GLOBAL CERTIFICATION PREPARATION

Built in Global Certifications from PMI-USA, IIBA-USA, AIPMM-USA, Agile Product Management, Software & Cloud Architects.

## INDUSTRY CONNECT & ADVANCED WORKSHOPS

Industry sponsored projects are fine opportunities to work on real world business problems that add to your profile.

## COURSE EVALUATION

FORGET EXAMS, THINK HACKATHONS!

TMBA course assessments are highly innovative and practical, including experiential learning.

# Rethink MBA

OLD SCHOOL	FEATURES	NEW-AGE
MANAGING PEOPLE	OUTCOME	MANAGING GROWTH
ONE TO MANY	CURRICULUM DESIGN	ONE TO ONE
SEARCHING FOR JOB	PLACEMENT	ENTREPRENEUR – CREATING JOBS
LEARNING BY LISTENING	LEARNING METHODOLOGY	LEARNING BY DOING
ACADEMIC WITH SOME INDUSTRY PRACTICE	FACULTY	INDUSTRY PRACTITIONER WITH SOME ACADEMIC
THEORY BASED EXAMINATION	EXAMINATION	SKILLATHON BASED ASSESSMENT
GRADUATE WITH DEGREE	GRADUATION	GRADUATE WITH INDUSTRY EXPERIENCE
INSTITUTION BRAND	BRAND OUTLINE	PERSONAL BRAND
BELOW MARKET AVERAGE	STARTING SALARY	2X MARKET AVERAGE
GROUP MENTORSHIP	MENTORSHIP	1:1 MENTORSHIP







## Semester I

### Business

#### **MBTM101 – Data Analytics for Decision-Making**

- Measures of central tendency and variability
- Probability Basics & Distribution
- Sampling distributions, estimation
- Hypothesis testing (Normal sampling distribution)

#### **MBTMS107 – Innovation Labs**

- Generate & prototype innovative ideas
- Emerging technologies and their applications
- Solution Validation
- Interdisciplinary collaboration

### Technology

#### **MBTM102 – Tech-Driven Marketing for Growth**

- Product & Services Marketing
- Digital Marketing
- Growth Marketing
- Tech Product Lifecycle
- Positioning and Branding Technology Products
- Customer Acquisition and Retention in the Tech Industry
- Measuring Marketing Effectiveness for Technology Products

#### **MBTM103 – Value Proposition and Digital Business Models**

- Design Thinking
- Customer Insighting
- Market Research & Analysis
- Digital Business Models
- Minimum Viable Products

#### **MBTM104 – AI and ML Foundations**

- Introduction to AI and ML
- Types of Machine Learning
- AI Algorithms
- Data Preprocessing
- Model Evaluation
- Overfitting and Underfitting
- Introduction to Deep Learning
- Hands-on Implementation
- Ethics and Bias in AI
- Future Trends in AI and ML

## Management

### MBTM105 – Business Analysis for Managers

- Business Objectives Discovery
- Formulating a BA plan
- Requirements definition
- Assessing value created by the solution
- Strategic Thinking and Analysis

### MBTM106 – Project and Operations Management for Digital Transformation

- Process Optimization
- Strategic Fit
- Risk mitigation
- Project Management competencies
- Industry case studies

## Semester 2

## Business

### MBTM202 – Digital & SaaS Product Management

- Hypothesis & experiments
- Data Driven Product Roadmaps
- Product Analytics
- Key Metrics and Goals
- Product Led Growth

## Technology

### MBTM206 – Design of AI Products and Services

- AI-driven solutions
- AI workflows
- Data pipelines for AI product functionality
- Iterating AI models
- Ethical AI design

### MBTM207 – Technology Labs

- Prototyping and Innovation Spaces
- Hands-on Learning with Emerging Technologies
- Tech Stack Exploration and Integration
- Experimentation with Agile and DevOps Practices
- Collaboration on Real-World Industry Projects

## Management

### MBTM201 – Financial Modeling for Technology Managers

- Introduction to Financial Modeling in Technology
- Key Financial Statements and Metrics for Tech Companies
- Revenue Models for Technology Products and Services
- Cost Structures and Profitability Analysis
- Budgeting and Forecasting for Tech Projects
- Cash Flow Management and Capital Allocation
- Scenario Analysis and Risk Management
- Financial KPIs and Performance Measurement
- Presenting Financial Models to Stakeholders

## **MBTM203 – AI Product Development and Management**

- Business Objectives Discovery
- Formulating a BA plan
- Requirements definition
- Assessing value created by the solution
- Strategic Thinking and Analysis

## **MBTM204 – Consulting for Technology-led Businesses**

- Technology-Driven Business Models
- Strategic Consulting for Digital Transformation
- Optimizing Operations with Technology Solutions
- Tech-Specific Change Management and Organizational Impact
- Measuring ROI in Technology Investments

## **MBTM205 – Digital Transformation for Business Growth**

- Digital Strategy Development
- Emerging Technologies Integration
- Change Management and Organizational Culture
- Business Model and Process Innovation
- Customer Experience Enhancement

## **MBTM208 – Internship**

“ **WINNERS  
TRAIN  
LOSERS  
COMPLAIN** ”  
**#PRODLEADER MANTRA**



## Semester 3

### Business

#### MBTM305 – Intellectual Property Management

- The Role of Intellectual Property in Innovation
- Types of IP: Patents, Trademarks, Copyrights, and Trade Secrets
- IP Strategy for Business Innovation
- IP Protection, Enforcement, and Compliance
- Monetizing & Licensing Intellectual Property

### Technology

#### MBTM301 – Solutions Architecture for Scalable Systems

- Foundations of Solutions Architecture
- Design Principles and Best Practices
- Scalable and Resilient System Design
- Integration and Interoperability of Systems
- Security, Compliance, and Governance in Architectures

#### MBTM302 – Tech Forecasting & Project Scope Appraisals

- Emerging Technology Trends and Forecasting
- Assessing Technological Impact and Business Alignment
- Project Scope Evaluation and Feasibility
- Risk Management and Resource Allocation
- Stakeholder Communication and ROI Analysis

#### MBTM303 – Innovation and Digital Strategy Management

- Identifying Emerging Technology Trends
- Evaluating Technological Impact on Business
- Forecasting Technology Adoption and Maturity
- Assessing Project Scope and Objectives
- Risk Management and Mitigation Strategies
- Resource Allocation and Budgeting
- Developing Roadmaps for Technology Projects
- Analyzing Feasibility and Return on Investment
- Stakeholder Communication and Alignment

#### MBTM304 – Cloud Computing & Infrastructure Management

- Fundamentals of Cloud Computing and Deployment Models
- Managing Cloud Infrastructure: Platforms, Storage, and Networking
- Cloud Security and Compliance
- Optimizing Cloud Costs and Resource Allocation
- Scalability and High Availability in Cloud Environments

#### MBTM306 – Data Privacy and Security Management

- Data Privacy Regulations and Compliance (GDPR, CCPA, etc.)
- Risk Management and Data Protection Strategies
- Data Encryption and Secure Storage Solutions
- Cybersecurity Threats and Vulnerabilities
- Incident Response and Data Breach Management
- Privacy by Design and Data Minimization
- Security Audits and Vulnerability Assessments

- Data Governance and Access Control
- Ethical Considerations in Data Privacy and Security

## **MBTM307 – Analytics Lab**

- Introduction to Python for Data Analytics
- Data Cleaning and Preprocessing with Python
- Exploratory Data Analysis (EDA) using Python
- Building Predictive Models in Python
- Data Visualization with Python (Matplotlib, Seaborn)

## **Semester 4**

### **Technology**

#### **MBTM401 – Analyzing Technology Trends for Business Insights**

- Emerging Technologies Shaping the Future
- Market Analysis and Forecasting Technology Trends
- Evaluating the Business Impact of New Technologies
- Leveraging Data for Technology Trend Analysis
- Strategic Decision Making in the Face of Technology Disruption
- Identifying emerging technology trends
- Analyzing the impact of technologies on industries

#### **MBTM402 – Leadership and Team Management**

- Leadership Styles and Theories
- Building and Leading High-Performance Teams
- Effective Communication and Conflict Resolution
- Decision-Making and Problem-Solving in Teams
- Performance Management and Motivation Strategies

#### **MBTM403 – Capstone Projects & Industry Sponsored Challenge**

- Defining and Scoping Industry Challenges
- Collaborating with Industry Partners on Real-World Problems
- Developing Actionable Solutions and Prototypes
- Project Management and Deliverables in Capstone Projects
- Presenting and Defending Project Outcomes to Stakeholders

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**I CAN ACCEPT  
FAILURE....**

**I CAN'T ACCEPT  
NOT TRYING.**

**#PRODLEADER MANTRA**

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# FACULTY

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**80%** CEOs

**INDUSTRY PRACTITIONERS**

**BESTSELLING AUTHORS**

**GLOBAL EXPERTS**

Learn from practitioners, product executives and industry veterans. Experiential learning gets a whole new meaning with exposure to real world problems and solutions. Senior business leaders and technology stalwarts are all part of IPL Faculty.

## **LEARN FROM PEOPLE WHO 'DO'**

Our professors have been there and done that. They have innovated, productized and launched global products. Now, they want to give back to the industry, and would like to hone the next generation.



# MENTORS AND FACULTY



**AMIT SHARMA**  
Chief Data Scientist  
ADP



**ATUL BATRA**  
CTO  
Manthan



**ANAND SHRIVASTAVA**  
Sr. Director of Product  
Management  
Genesys



**EUGENE MANDEL**  
Lead Data Scientist  
Directly – San Francisco



**MANOHAR RAO**  
Director  
Rainman Consulting



**NITIN SAREEN**  
SVP, Group Data & Analytics  
Aditya Birla Group



**ANKESH TIWARI**  
Product / Program Manager  
Sterlite Technologies



**RISHIRAJ DASGUPTA**  
Statistics & Quantitative Techniques  
Institute of Product Leadership



**VIVEK TULJAPURKAR**  
Faculty Member  
Institute of Product Leadership



**SHABBIR TAYABALI**  
Senior Manager, Analytics  
Oracle



**SHIVARAM K R**  
CEO  
Curl Analytics



**YURI DEMCHENKO**  
Program Director, EU EDISON Project  
University of Amsterdam

# CAREERS

The Institute of Product Leadership has accelerated the career path of 4500+ IPL alumni in the past few years. The MBA in Technology Management aims to accelerate the career paths of select professionals who are chosen on the basis of their outstanding potential to become digital managers in technology companies.

## CAREER IMPACT AND ACCELERATED ROI



### Hiring through showcasing Skills

#### GETTING HIRED FASTER

Placement Assurance through the right set of industry networking, internships and demonstration of portfolio through the skills based curriculum helps get multiple job offers.



### Technology Managers make 40% more

#### COMPENSATION PREMIUM

Unique "Learning by Doing" approach coupled with live Industry Sponsored Challenges allows participants to build an impressive portfolio and better personal brand to get higher scope roles



### Lifetime Access to Learning Resources

#### CLEAR ROI BEYOND DEGREE

Govt. Approved degree is important but future proofing of career is critical. Leveraging global alumni of 4500+ senior professionals, Silicon Valley practitioners faculty & lifelong access to dedicated Career Coaching, webinars, events, learning resources facilitates continuous learning.



# VISIBLE AND IMMEDIATE CAREER IMPACT



**AKASH RANA**



**ARTI GOPAL**



**BRIGHT**



**DEVKI BALWANI**



**FARHAT ZAKI**



**HIMANSHU SHARMA**



**KALYANI MERGE**



**KARANSINGH SANDHU**



**KOMAL UPADHYAY**



**MEERA MAURYA**



**NIKHIL REDDY**



**NINAD BONGANE**



**PALLAVI DHAMAPURKAR**



**PIYUSH VIJAY INGALE**



**PRATHAMESH PRAKASH**





**SHAHID AHAMED S**



**SHIVKUMAR K**



**SHUBHAM JAIN**



**SOURADEEP DEY**



**SHUBHAM BONDE**



**SUPRIYA KARANE**



**SUPRIYA PATIL**



**UMESH SUDAM**



**ZEESHAN SOHAIL**

**1.5**

yrs avg.  
work experience

**100%**

Placed in  
Technology  
Companies

**55%**

avg. salary  
increase  
within 2 yrs

**80%**

Promoted  
within 1 yr

**Working in these companies...**

Infosys

Flipkart 

Deloitte.

Google

Capgemini 

ORACLE®

 Informatica

amazon

 Microsoft

 ATlassian

AIR INDIA 

 Jio



# ELIGIBILITY

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- ▶ Any graduate with a bachelor's degree and a minimum of 50% marks is eligible. Preferred but not limited to graduates from engineering, computer applications, or information technology.

## THE ADMISSION PROCESS



### APPLY TO PROGRAM

IP-SAT™ Assessment,  
waived off if you have GMAT score  
of >600 or CAT > 70% or KMAT > 85%



### ATTEND GD / PI

IPL Bangalore Campus, Online



### UNIVERSITY REGISTRATION

Access to workshops, Labs, 1:1  
Career Coaching, Webinars,  
Harvard Cases & Learning  
Resources before class start

#### **\*Institute Skill Aptitude Test (IP-SAT™)**

Comprehensive Assessment for New Age Skills driven by Industry needs.

#### **What is IP-SAT™ ?**

Detailed breakdown analysis of strengths & weakness across multiple competencies for each skill area 1:1 counselling with industry coaches for career guidance and recommended set of actions Accepted at various global institutions for higher



Build your career as a Technology  
Manager With cross functional skills  
**in Technology, Management & AI**

# MBA in Technology Management

## INSTITUTE OF PRODUCT LEADERSHIP

### PREMIUM UNIVERSITY CAMPUS LOCATIONS BANGALORE

#### India

No.1, KSDP Building, 3rd Floor, Kira Layout,  
Dharmaram College Post, Opp . to Forum Mall, Hosur Main Road,  
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