

WileyNXT



IIM Lucknow - Wiley Executive Program in Data Driven Product Management

Cohort 4

ACTION LEARNING EXPERIENCE



IIM Lucknow and Wiley present

The Only Executive Education Program to Converge **Product, Marketing** and **Development Strategy** across Product Lifecycle with **Data Analytics** and **Design Thinking**, for scaling customer and market-centric businesses

Claim your IIM Lucknow Executive Alumni Status

WHO

Is this program for?

The course is suitable for a variety of target audiences involved in developing and managing products. These include:

- ① Product Managers, Business and Product Unit Leads, Product Heads, Product Marketing Managers who are looking to gain industry-proven and data-driven expertise for accelerating career growth
- ② Software development and tech professionals who aspire to get into product management roles
- ③ Entrepreneurs
- ④ Marketing managers



WHAT

Is the IIM Lucknow - Wiley Executive Program in Data Driven Product Management?

- ◎ Gain competency to build and manage the end-to-end product lifecycle successfully, with machine learning and design thinking
- ◎ Learn how top successful companies build and launch successful products: What to do and what NOT to do
- ◎ Apply analytics and machine learning techniques to drive meaningful insights about customers and leverage market dynamics
- ◎ Solve complex problems and develop customer-centric prototypes using Design Thinking and UX frameworks
- ◎ Build scalable and robust product and product marketing strategies, based on proven frameworks used by top successful organizations such as Apple, HP and others
- ◎ Build and manage product development lifecycle using agile and lean methodologies
- ◎ Work confidently with Python and Tableau to analyse and visualize data, use storytelling to derive and communicate meaningful insights
- ◎ Leverage emerging tech trends such as Blockchain, AI, RPA for winning products



EPDDPM Cohort 4

During intensive experiential learning you will

- ① Learn proven product management and analytics concepts
- ① Witness use cases and intensive case studies from industry
- ① Work on an end to end business case to develop robust product strategy from conception to scale-up
- ① Work with various analytics techniques and algorithms that can help maximize market and customer understanding as well as build sharp strategies based on data-driven methods
- ① Be the Voice of Your Customers through User Research and Rapid Prototyping
- ① Identify and Win Your Market Segment
- ① Create Value Propositions that Crush Competitors
- ① Build and Launch Great Products with Agile and Lean Methodologies
- ① Ensure Product Success and Customer Delight
- ① Define Roadmap from Start-Up to Scale Up Using Data and Design
- ① Learn from the Best Product Leaders
- ① Learn the Apple and HP Way



“At IIM Lucknow, our goal is to make managers of today, future ready leaders and we share this vision with WileyNXT.

The data driven product management program deals with a whole gamut of product marketing strategies driven by qualitative research, design thinking and analytical skills.

In the post-covid world, digital is going to be a game changer, we need to acquire skills right from how to win a consumer to market segmentation to consumer positioning and this will be only possible through data driven strategy.”

Professor Rajeev Kumra,
Faculty, IIM Lucknow



Watch Video:
<https://youtu.be/6dk8fHlx1Ic>

Program curriculum

Module 1:

Foundations to Successful Management of Products

1

Module 2:

Understanding the Customer: Customer Research and Design Thinking

2

Module 3:

Building Product Market Strategy

3

Module 4:

Defining User Experiences and Prototyping

4

Module 5:

Agile and Lean Product Development

5

Module 6:

Launching a Winning Product

6

Module 7:

Product Management for Digital Products and Platforms

7

Module 8:

From StartUps to Scaling Up

8

**Modules are subject to change based on IIM Lucknow's discretion, students will be informed of the final curriculum during orientation.*

TOOLS YOU WILL LEARN

Learn Python, Tableau and understand how to leverage Google Analytics and Jira



Program Directors and IIM Lucknow Faculty of Previous Batches



Dr. Rajeev Kumra
Professor, Ex-Dean
Marketing
IIM Lucknow



Dr. Moutusy Maity
Professor
Marketing
IIM Lucknow



Dr. Ashish Dubey
Associate Professor
Marketing
IIM Lucknow



Dr. Garima Mittal
Associate Professor
Decision Sciences
IIM Lucknow



Dr. Prakash Attali
Assistant Professor,
Information
Technology and
Systems
IIM Lucknow

**Batch 4 Faculty is to be finalized as per IIM Lucknow.*

Program Architects, WileyNXT



David Fradin

President | Spice Catalyst Distinguished Professor of Practice Advisor
Product Management Programs, WileyNXT Faculty, IIML-Wiley Data Driven
Product Management Program



Bala Girisaballa

Leading Expert in Entrepreneurship and Innovation, techno-business leader,
Ex-President – Techstars India, Advisor Product Management Programs,
WileyNXT Faculty, IIML-Wiley Data Driven Product Management Program

WileyNXT Masterclass Faculty of Previous Batches



David Wittenberg
Professor, Innovation
and Design Thinking



Dr. Nishant Chandra
Senior Director,
Data Products, Visa



Mohan Krishnaraj
VP and Global Head,
User Experience,
Harman



Satyakam Mohanty
Founder, Lymbycand
Head of Applied AI,
LTI



Om Deshmukh
CEO, Tildehat.

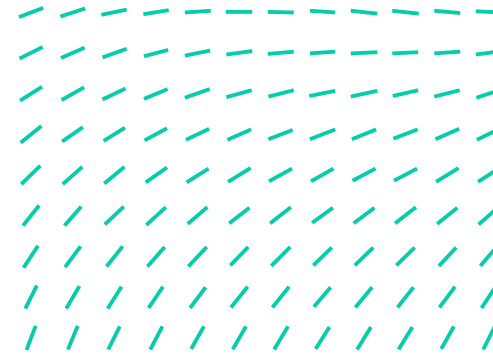


Ajay Kelkar
Co-Founder,
Hansa Cequity,
Ex-CMO, HDFC
Bank

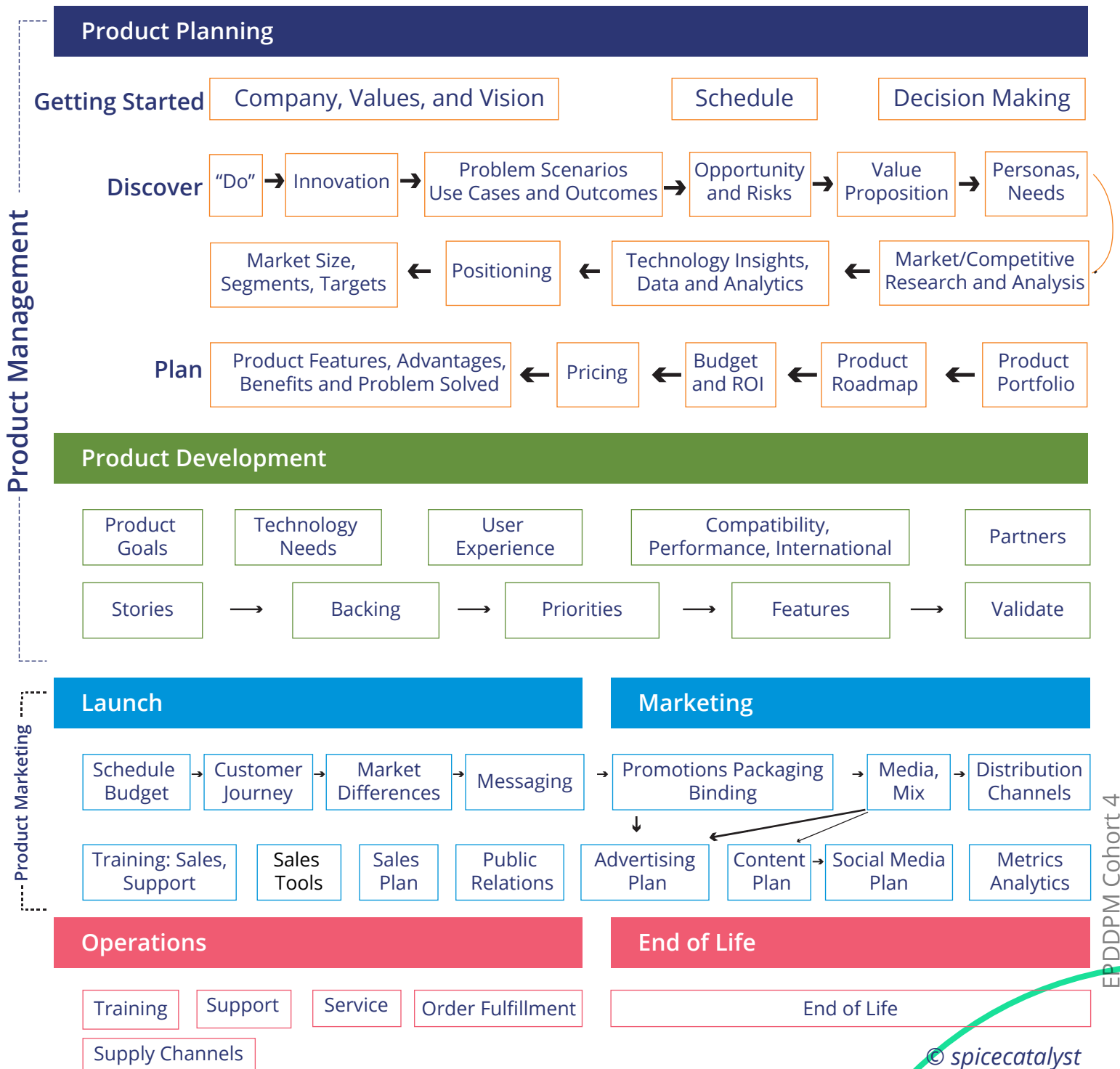


Anees Merchant
Global Business Head
Digital and Applied AI

The Agile Product Management Life Cycle Framework



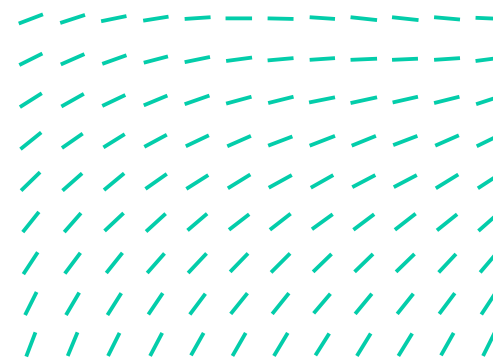
The Program integrates the framework of Product Management Lifecycle designed by Wiley author, Product Management expert David Fradin, developed based on his experiences of working at Apple, HP and many other organizations across the world.



EPDDPM Cohort 4

© spicecatalyst

Key Information



Program Commencement Date	12 June, 2021
Class timings	Weekend Classes Live Online Sessions by IIML and Wiley Faculty
Immersion*	4 Days * <i>subject to Covid 19 Government advisory/ restrictions/ developments</i>
Masterclasses	Multiple Masterclasses by Top Business and Product Leaders Providing Exposure to Successful Product Management Strategies
Pre-Course Work	Complimentary Python and Design thinking course as pre-course preparation, mandatory for completion of certification
Program Fee	INR 1.79 Lakhs + Taxes INR 10,000 + Taxes for IIM-L Executive Alumni Status (Optional) EMI plans available Early bird discount of 5%
Eligibility	50% aggregate marks in graduation 1 year of experience (<i>Recommended</i>)
Selection (as per eligibility criteria)	Pre-screening assessment & standard documentation

Final topics, evaluation, class timings, program fee are to be finalized by IIM Lucknow. Connect with your program advisor for latest available information.

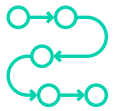
Admission Process

Step 4 Candidature Approval by IIM Lucknow and Fee Submission



On passing prescreening assessment, IIM Lucknow will further evaluate your exam scores and application. The seats are limited; highest scoring candidates will be given first preference. On receiving the candidature approval confirmation, your program advisor will guide you on payment procedures.

Step 3 Prescreening Assessment



Once your application & documents have been reviewed by the program advisor, we will share a screening assessment link with you along with assessment guidelines. You are advised to read the guidelines carefully before joining the test.

Step 2 Submit Application Form & Documents

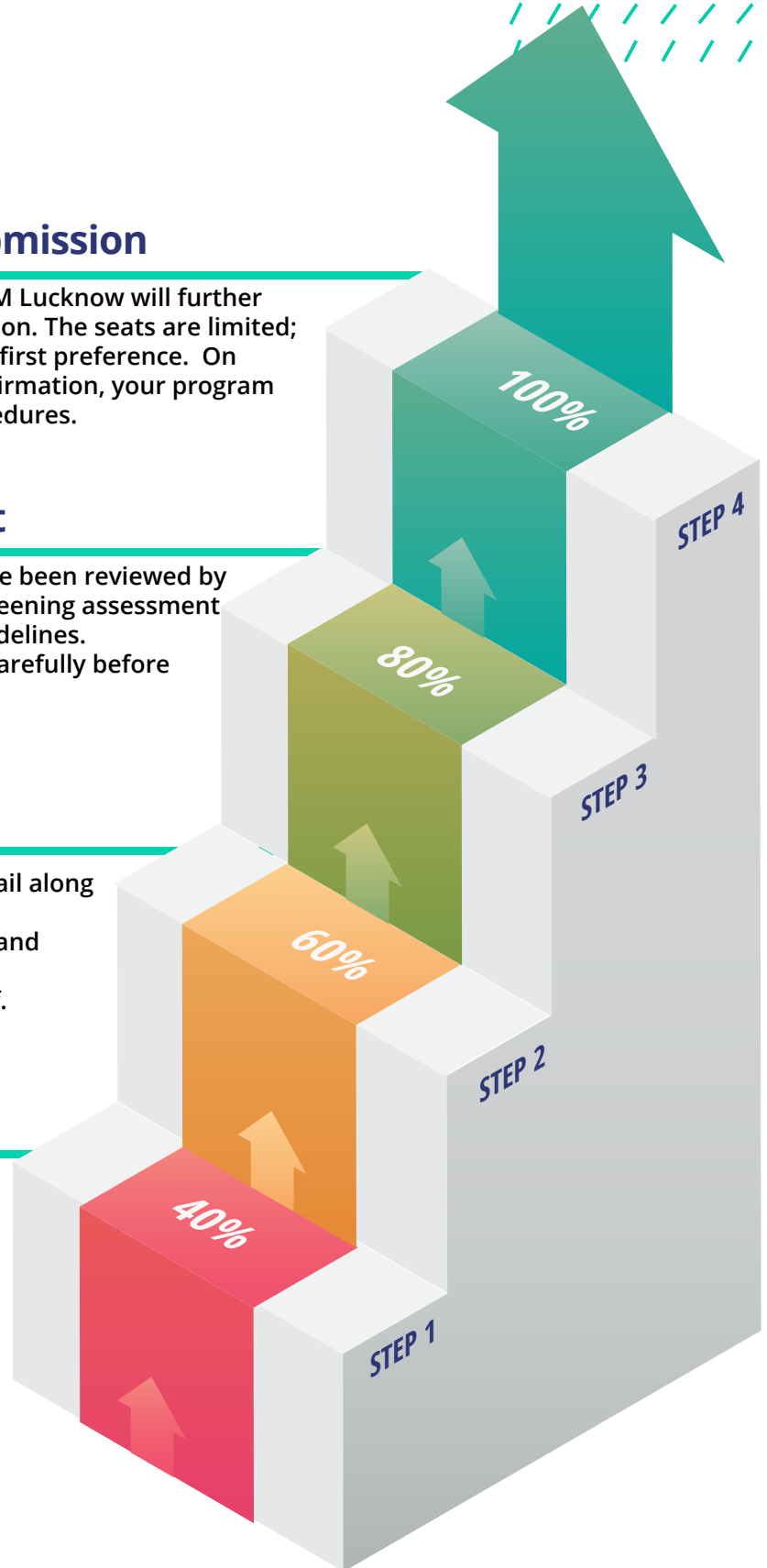


The application link will be shared on mail along with a list of documents. You need to fill up the application form and submit your educational, professional experience documents and one ID proof.

Step 1 Counselling Session With Program Advisor



Speak to your program advisor to know if you are the right fit for the program and understand the learning benefits. If you are the right profile and that you decide to apply, your program advisor will share the details.



**Contact your program advisor for detailed information on admission process, fee structure, fee payment and any other queries.*



Get #YourNXT Advantage with Joint Certification with Wiley and IIM Lucknow



WileyNXT

भारतीय प्रबन्ध संस्थान लखनऊ
Indian Institute of Management, Lucknow

Certifies that

XXXXXXXX XXXXX

has successfully completed certificate course on

*Executive Programme in
Data-Driven Product Management*

held during

February 2021 - August 2021

**IIM Lucknow Executive
Alumni Status**

Managing Director
Wiley India

Programme Director
IIM Lucknow

Programme Director
IIM Lucknow

Chairperson MDP
IIM Lucknow

Copyright © 2020 John Wiley & Sons, Inc. All rights reserved. WileyNXT logo, is trademark of John Wiley & Sons Inc. and/or its affiliates in the US and certain other countries. All other trademarks mentioned in this document are the property of their respective owners.

**WileyNXT
Digital Badge**



#LearnToWin JOB Assistance



Pro-membership
on iimjobs.com



Spotlight on iimjobs.com
and hirist.com



Pro-Features
on hirist.com

#NXTizenSpeak

Learner Testimonials



The program had a good mix of IIM's award winning professors and industry experts, that covered both conceptually and how the market is emerging for Product management. This program had large number of attendees with mixed industry that gave a good insight with real life example on how Product management works in real time across industry. Overall good time spent and lot of learning during lock down 2020-20201 for me.

Meenakshi Kumaraswamy
Product Advisor, DXC Technology
IIM Lucknow - Wiley Executive Program in Data Driven Product Management,
Batch of 2020



Good learning experience which can coherent students to the current market scenario. But the course module is very vast and inclined for product management in technological space which is certainly a new dimension for a person from real time product background.

Amit Saxena
Manager Product Services, MRF Limited
IIM Lucknow - Wiley Executive Program in Data Driven Product Management,
Batch of 2020



IIM Lucknow – Wiley's Executive Program in Data Driven Product Management was a great investment in my future. The live sessions with industrial leaders and emphasis on learning and employing real-world tools to solve real-world problems sets this course apart. Additionally, the course highlights a clear plan for one's transition into PM, helping one figure out how their strengths and experiences can be leveraged in a product position. I would definitely recommend this program to someone who is looking to step into the world of PM in a short frame of time.

Sangeet Aggarwal
Operations Manager, GG Industries
IIM Lucknow - Wiley Executive Program in Data Driven Product Management,
Batch of 2020

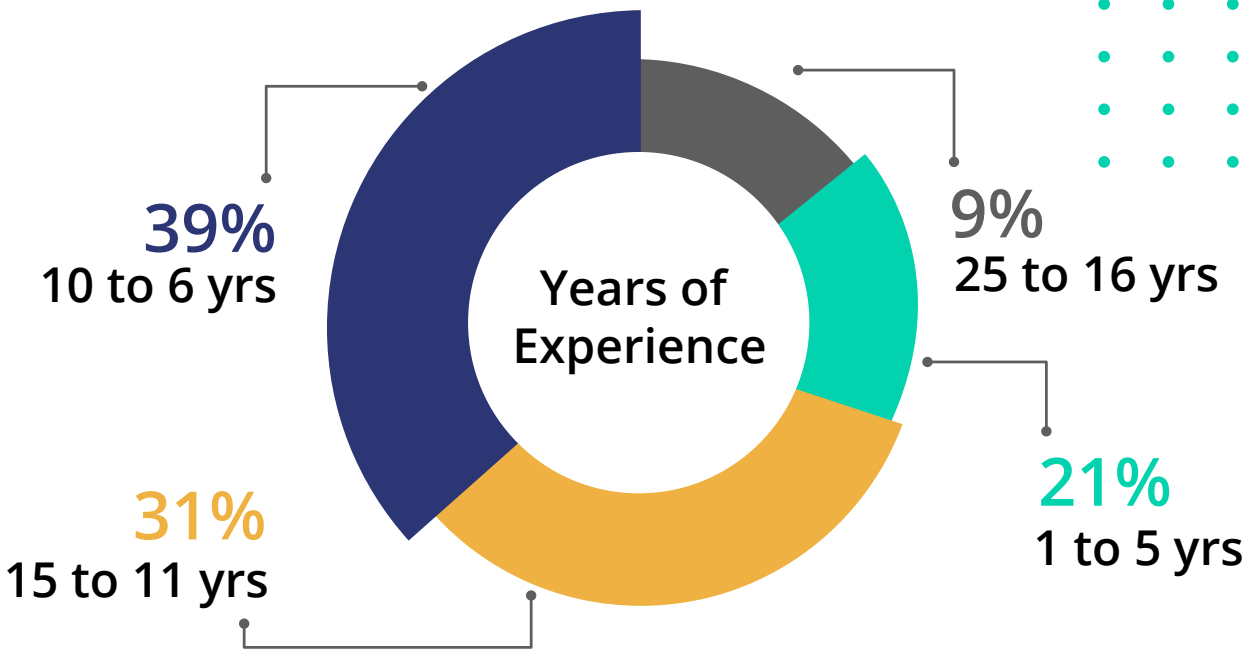
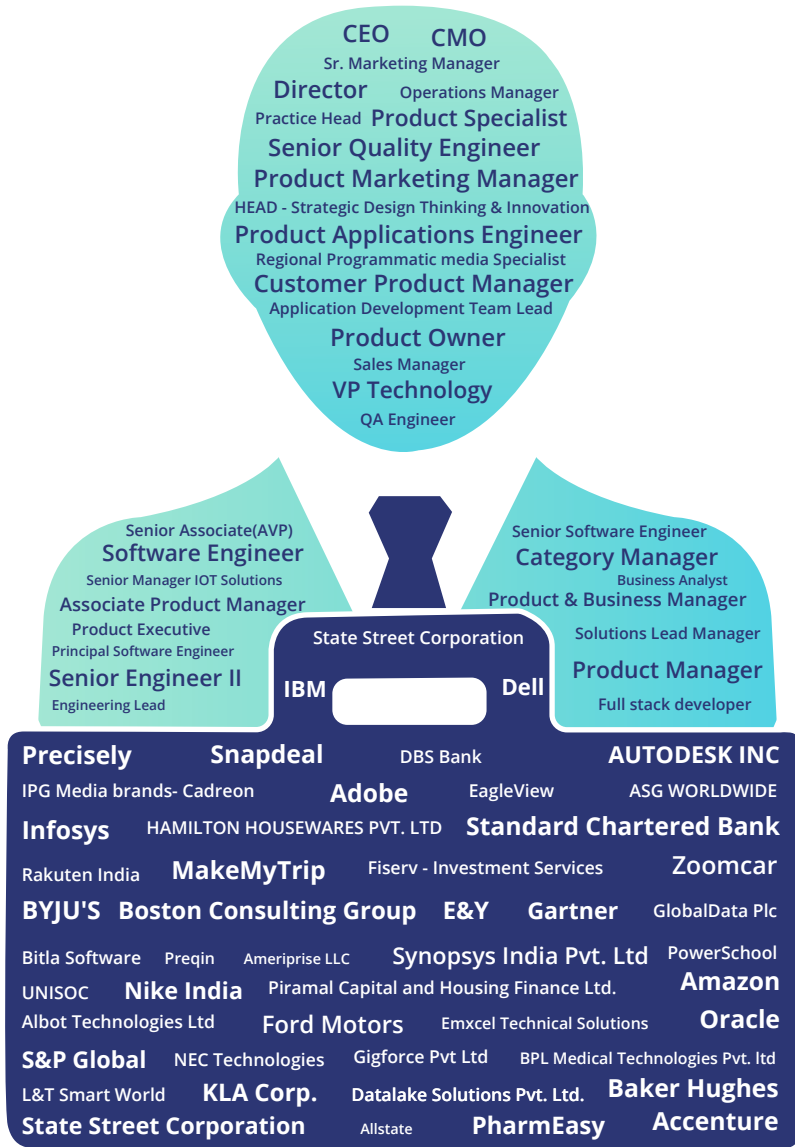
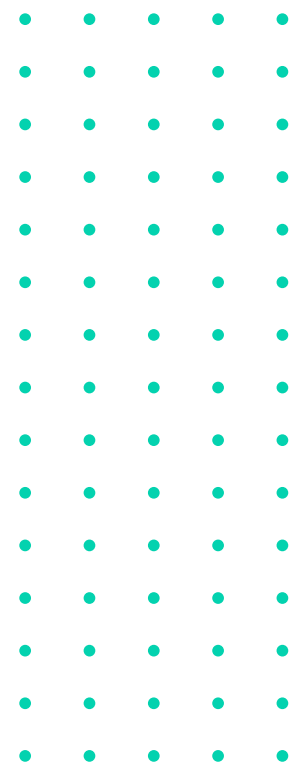
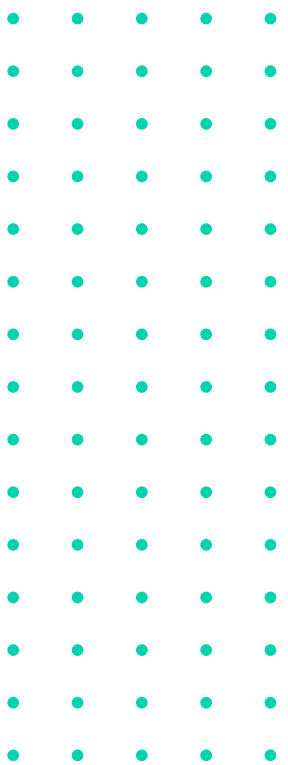
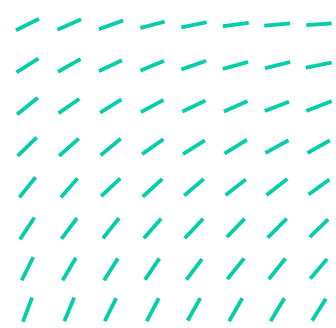


The Program is very well laid out. It helps an individual to learn and connect to the real industry scenarios. The widely discussed case studies with every topic lets you grasp the concepts effectively. With candidates from diverse industries and varied experience level, It gives a lot of opportunity to learn from each other as well. This program will definitely give an individual a huge amount of exposure which helps him/her to sharpen the product management skills and learning.

Aditya Mishra
Senior Software Engineer, Precisely
IIM Lucknow - Wiley Executive Program in Data Driven Product Management,
Batch of 2020



Our Alumni Profile



ABOUT US



INDIAN INSTITUTE OF
MANAGEMENT, LUCKNOW

The Indian Institute of Management (IIM) Lucknow, is one of the premier national level institutes of management in India, involved in generating and imparting knowledge in the field of management.

IIM Lucknow stands tall on the foundation of an excellent, committed and profoundly knowledgeable faculty, innovative pedagogical tools, as well as an eclectic and diverse student community that has a burning desire to make new paths of its own.



The Indian Institute of Management Lucknow is fourth in the prestigious IIM family of management schools as per NIRF rankings, 2020.



The Association of MBAs (AMBA) has accorded accreditation to the Institute's PGPM, IPMX, and WMP programmes.



IIM Lucknow has also earned accreditation from the Association to Advance Collegiate Schools of Business International (AACSB). Earned by only 5% of the world's business schools.



IIM Lucknow is among the 5 Indian schools that feature in QS Global MBA rankings and features in QS Business Masters ranking as one of the 12 Indian schools.

WileyNXT | EXECUTIVE EDUCATION

The WileyNXT Executive Education Programs are state of art courses to harness the skills of tomorrow. The curriculum and the learning experience have been carefully crafted by program architects to ensure the learner is ready to lead the future with upskilled business acumen. These special courses are co-created by Wiley along with Wiley Innovation and Advisory Council (WIAC) with India's top tier B-schools.



WileyNXT has been recognized by **Fast Company's World Changing Ideas 2020** for its outstanding innovations in education.



Recognised and Empanelled by
INFOCOMM MEDIA DEVELOPMENT AUTHORITY
Government of Singapore



Get in Touch with Our Program Adviser



+91 77956 62100

Give us Missed Call or Whatsapp Us



professionallearning@wiley.com



www.wileynext.com



@Wileynextonline

Channel Partner

