

PROGRAM INFORMATION FORMAT

Course Name	Agile Project and Product Management for manufacturing and service sectors
Course Name as on Certificate	Agile Project and Product Management for manufacturing and service sectors
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	More and more, the global economy is focused on meeting targets within strict time constraints. Opportunities to consolidate ongoing projects and products are emerging as project and product management practices spread across the service and manufacturing sectors. Industry 4.0 and 5.0 technologies are now necessary for the upkeep of project and product management concepts and their applications, which have evolved in tandem with the market. Project and product managers are in high demand among companies around the globe, yet there is a severe shortage of suitable applicants. These disparities may be filled, present employees can be assured of fair employment opportunities, and aspiring managers, executives, and corporate workers can advance in their careers through the proposed project and product management course Additionally, product management is concerned with the product's roadmap and long-term strategy, whereas project management is more concerned with the tactical execution of individual projects that contribute to the product's delivery. A product's "what" and "why" are defined by product managers, who also make sure the product serves both the company's and its customers' needs. Managers of projects, on the other hand, are concerned with the "when" and "how" of getting things done in a way that stays within budget and meets all of the specified requirements. Project managers oversee many initiatives to achieve the product manager's objectives, which in turn shape the product's direction and the company's overall strategy. Project managers are more hands-on than product managers, who tend to focus on the big picture.
Course Objectives	🕒 To learn the agile planning and execution from ideation to implementation covering entire life cycle 🕒 To learn the funding of projects and product development 🕒 Achieving Iron Triagle objectives: To handle multiple tasks simultaneously with limited time, money and resources to meet the deadlines 🕒 To implement agile project and product management principles using Scrum and Sprint to handle risk, stochasticity and uncertainties while smoothly achieving project and product timelines 🕒 To learn tactics to dealing cross funtional teams 🕒 To learn the market gaps and development new products 🕒 To learn the softwares used in industries for project and product management.
Eligibility	• Graduation or bachelor's degree or equivalent/ 2 years master's degree or equivalent from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline. • Working professionals from any domain. • Corporate-nominated candidates (with possible graduation criteria exemption for experienced participants).
Program Prerequisites	Nil
Target Segment/ Who Should Attend	1. Mid-Level and Senior Managers Professionals looking to enhance their project and product management capabilities 2. Aspiring Leaders and Future Managers Individuals preparing for project and product management roles who want to develop a solid foundation in 3. Functional Heads Across Domains • Professionals from • Information Technology (IT) & Computer Science • Marketing • Finance, • Operations & Supply Chain, • Economics, • Consulting, Strategy, Entrepreneurship & Policy making • Organization Behavior and Human Resource • Health Care professionals • Other cross-functions • Etc. All those aiming to use agile principles of scrum and sprint into strategic, tactical and operational decision making and business goals. 4. Data Professionals Transitioning to Leadership Roles Data scientists, analysts, and IT professionals who want to advance into managerial or strategic roles within their organizations. 5. Entrepreneurs and Business Owners Entrepreneurs looking to scale their businesses by making informed, agile decisions and improving overall management practices. 6. Consultants and Strategy Professionals Consultants who need to combine analytics with scrum and sprint management skills to deliver better outcomes for their clients. 7. Academicians and Researchers Professionals from academia who wish to apply business analytics and agile scrum and sprint management principles in teaching, research, or industry collaborations. 8. Project and Program Managers Managers overseeing complex projects who want to enhance their ability to analyze data and lead teams effectively. 9. Professionals in Transition Individuals switching industries or roles who need to upskill in management for career advancement. This program is ideal for professionals across manufacturing and service industries both, who aspire to lead in a competitive business environment while developing strategic management expertise
Type of Certificate	Certificate of Completion: A Certificate of Completion will be issued to the participant who will fulfil all criteria (Attendance & Evaluation) related to completion of course. Certificate of Participation: A Certificate of Participation will be issued to the participant who fails to fulfil criteria (Attendance & Evaluation) related to completion of course.

Total No. of Hours	30
Fee	INR 30000 + 18% GST
Date	4/1/2026 To 4/30/2026
Mode	Online
Pedagogy	☛ The teaching pedagogy will have online classes on weekends Saturday and Sunday with 2 session of 1.5 hours each day. where basics and fundamentals concepts of project and product management will be covered. ☛ After covering the fundamentals, the real time application in industry, corporate and government sectors will be covered. Here Candidates will be provided class notes, live case studies, practice problems in form of home-work and assignments. The program will require the participant to work individually or in groups. ☛ To enhance the experience and learning, live hands and tutorials from domain experts on corporate/industrial software. ☛ Regular Evaluation will involve surprise quizzes ☛ Industrial software hands on practice and tutorials ☛ Providing course feedback and final exam will be mandatory for overall program completion.
Course Content	Project Management content ☛ Project in today's Contemporary organizations and its structure ☛ Project Strategy and Selection criteria ☛ The role of Project Manager ☛ Stakeholders and their conflict resolution ☛ Planning: Traditional vs Agile ☛ Agile: Scrum and Sprint ☛ Budgeting and Risk Handling ☛ Scheduling: PERT, CPM ☛ Allocating resources: Loading and Leveling ☛ Schedule Compression (Crashing) ☛ Earned value (EV) analysis ☛ Technology Role: Industry 3.0, 4.0 and 5.0 ☛ Project Closure: Control, Auditing, Realization and Benefits ☛ Project Reporting ☛ Live project hands on Project Management Software Product Management content ☛ Product life cycle and Life cycle assessment ☛ Agile Product Development ☛ Vision to Roadmap: Cradle to Cradle approach ☛ Product Market Research: Data Driven insights to Optimize ☛ Product position and branding ☛ Execution & Scaling ☛ Stakeholder & Cross-Functional Collaboration ☛ Strategic and Emerging Themes ☛ Product Launch and Beyond ☛ Live Project hands on Product Management Software
Key Programme Highlights/USP	Flexible-Non-office timings, Weekend classes: Saturday (3 hours) and Sunday (3 hours) sessions ☛ Certification from IIM Jammu ☛ Access to alumni networks, mentorship programs, and industry connections. ☛ Globally recognized certification upon completion, providing better job opportunities ☛ Valuable credential for advancing in roles such as CEO, CFO, CIO, IT strategist, Team Leader, Business consultant, Project consultant, Project Manager, Product Manager, ☛ End-term project and campus visit Learning from India's top notch faculty members with industry expertise.
Program Directors	Dr. Kapil Gumte, Dr. Eshika Aggarwal, Dr. Sourav Mondal
Key Attractions for sessions	• Special Sessions by Industrial domain experts • Exposing Hidden secrets of both i.e. failures and success of a existing Project and Product Brands. • Hands on Practice of live industrial project on Softwares: Fully Online Course with LIVE online Interactive lectures that provides a "real" classroom experience in a "virtual" environment. No Isolated experience. • Convenient weekend schedules. • Learn from Anywhere – No need to travel to an Institute or training center. Student may learn from the comfort of his/her home.