

PROGRAM INFORMATION FORMAT

Course Name	GenAI for Product and Project Managers
Batch	1
Course Name as on Certificate	GenAI for Product and Project Managers
Certificate Issued by	Indian Institute of Management (IIM) Jammu
Institute	Indian Institute of Management (IIM) Jammu
Introduction	<p>Product and Project management is experiencing a swift transformation, and Generative AI (GenAI) is at the epicenter of this change. In today's fast-paced environment, managers must embrace intelligent systems that adapt, learn, and create, rather than relying on traditional tools. GenAI redefines the role of product and project managers by aiding in crafting client reports, producing stakeholder presentations, and analyzing team feedback.</p> <p>The purpose of this program is to provide you with the necessary skills to more effectively lead, communicate, and execute initiatives using AI tools, thus ensuring that you remain indispensable in your professional path.</p>
Course Objectives	<ul style="list-style-type: none"> ✓ Learn about the basic concepts of GenAI, including how language and vision models create content, synthesize data, and aid in decision-making. ✓ Assess opportunities throughout the product and project lifecycle where generative AI can add value - from the initial stages of planning to execution and reporting. ✓ Use prompt engineering techniques to customize AI outputs for specific management tasks, such as creating timelines, drafting project documents, and preparing updates for stakeholders. ✓ Take advantage of tools such as ChatGPT, Copilot, DALL-E, and other GenAI platforms to automate routine tasks, improve communication clarity, and support creative project planning. ✓ Build the skills needed to evaluate, refine, and validate AI-generated results, hence ensuring they align with business objectives and ethical standards. ✓ Leverage GenAI to analyze team feedback, pinpoint potential biases or communication gaps, and generate actionable recommendations to enhance project outcomes. ✓ Communicate a strategic vision for integrating GenAI into organizational workflows, demonstrating your readiness to lead changes and inspire innovation.
Eligibility & Program Prerequisites	<ul style="list-style-type: none"> • Working professionals from any domain. • Corporate-nominated candidates (with possible graduation criteria for exemption for experienced participants). • Prerequisites: Nil
Target Segment/ Who Should Attend	<ol style="list-style-type: none"> 1. Product & Project Managers - Drive smarter planning, tracking, and reporting through GenAI-powered workflows and decision support. 2. Program & Portfolio Managers - Use GenAI to manage interdependencies, assess risks, and communicate progress across complex initiative landscapes. 3. Mid-Level & Functional Managers - Lead AI-enabled teams, streamline operations, and adapt to digital transformation across domains like Marketing, HR, and Finance. 4. Scrum Masters & Agile Coaches - Enhance sprint planning, retrospectives, and team communication using GenAI tools tailored for agile environments. 5. Business Analysts - Leverage GenAI to gather insights, draft BRDs, and support requirement analysis more efficiently. 6. Operations & Delivery Leaders - Integrate GenAI into decision-making, resource allocation, and real-time performance monitoring. 7. PMO Teams & Digital Transformation Leaders - Standardize GenAI tools and practices across project portfolios to boost enterprise agility and consistency. 8. Consultants & Strategy Professionals - Rapidly test ideas, build business cases, and simulate scenarios with GenAI-augmented strategic tools.

	<p>9. Entrepreneurs & Startup Founders - Accelerate product development and go-to-market with GenAI as a co-pilot for execution and innovation.</p> <p>10. MBA & Executive Education Participants - Future-proof your leadership toolkit by gaining practical GenAI capabilities for modern project environments.</p>
Type of Certificate	<p>Certificate of Completion: A Certificate of Completion will be issued to the participant who will fulfill all criteria (Attendance & Evaluation) related to completion of course.</p> <p>Certificate of Participation: A Certificate of Participation will be issued to the participant who fails to fulfill criteria (Attendance & Evaluation) related to completion of course.</p>
Total No. of Hours	30 hours (Online only)
Fee	30000 + 18% GST = 35,400 INR
Date	1st February 2026 to 7th March 2026
Mode	Online Weekend Batch (Saturday & Sunday)
Teaching and Learning Pedagogy	<ul style="list-style-type: none"> ❖ The program will be delivered through live online sessions on weekends (Saturday & Sunday), having two interactive classes of 1.5 hours each per day. The initial modules will focus on building strong foundational knowledge in project and product management before transitioning to the application of Generative AI across industry, corporate, and government settings. ❖ Participants will receive curated class notes, real-world case studies, and hands-on assignments to reinforce learning. The pedagogy emphasizes both individual and collaborative work, simulating practical team dynamics. ❖ To deepen learning, participants will engage in live hands-on sessions and tutorials using industry-grade software tools, guided by domain experts. Regular evaluations, including surprise quizzes, will keep learners engaged and on track. ❖ Completion of the course requires <ul style="list-style-type: none"> ○ Active participation in sessions ○ Completion of assignments and quizzes ○ Hands-on work with industrial AI tools ○ Submission of course feedback ○ Successful performance in the final assessment
Course Content	<p>Module 1: Understanding Generative AI for Project Leadership</p> <ul style="list-style-type: none"> ● Explore the core architecture of language and vision models (e.g., ChatGPT, Copilot, DALLE) and how they generate human-like content, synthesize data, and support managerial decisions. ● Develop a foundational understanding of how generative AI models function in the context of organizational goals and project workflows. <p>Module 2: GenAI Across the Product and Project Lifecycle</p> <ul style="list-style-type: none"> ● Assess where generative AI creates value—from strategic planning and scoping to execution, monitoring, and post-project analysis. ● Identify practical AI touchpoints in typical project phases using real-world examples from corporate, industrial, and public sector projects. <p>Module 3: Prompt Engineering for Product and Project Workflows</p> <ul style="list-style-type: none"> ● Learn prompt design principles tailored for product and project management tasks. ● Generate timelines, progress summaries, stakeholder communications, and project documentation by tailoring AI responses to domain-specific needs. <p>Module 4: Automating Tasks and Enhancing Creativity</p> <ul style="list-style-type: none"> ● Utilize ChatGPT for ideation, documentation, and stakeholder narratives.

	<ul style="list-style-type: none"> ● Apply tools like Copilot and Notion AI for automating task tracking, meeting notes, and risk logs. ● Use DALLE and GenAI-based visualization tools to create conceptual diagrams and scenario planning graphics. <p>Module 5: Critical Evaluation and Responsible Use of AI</p> <ul style="list-style-type: none"> ● Build capabilities to evaluate AI outputs for accuracy, alignment, and ethical impact. ● Learn to validate AI-generated recommendations using project KPIs, stakeholder feedback, and policy standards. <p>Module 6: Feedback Loops and Communication Enhancement</p> <ul style="list-style-type: none"> ● Use GenAI to analyze team feedback, identify tone, sentiment, and biases in communication, and generate improvement strategies. ● Apply natural language understanding to resolve stakeholder conflicts and reinforce alignment. <p>Module 7: Strategic Integration and Change Leadership</p> <ul style="list-style-type: none"> ● Create a roadmap for integrating GenAI within your project management frameworks and organizational SOPs. ● Learn to champion AI adoption as a project leader—fostering innovation, reducing resistance, and demonstrating measurable benefits. <p>Module 8: Hands-On Tools and Real-World Application</p> <ul style="list-style-type: none"> ● Practice with AI platforms integrated into project tools. <p>Capstone Project</p> <ul style="list-style-type: none"> ● Apply GenAI across a simulated or live project scenario
<p>Key Programme Highlights/USP</p>	<p>Flexible-non-office timings, weekend classes: Saturday (3 hours) and Sunday (3 hours) sessions</p> <ul style="list-style-type: none"> ✓ Earn a prestigious IIM Jammu certificate in GenAI for Project Managers, showcasing your expertise in AI-driven leadership. ✓ Become part of an exclusive alumni community with access to mentorship programs, industry leaders, and networking opportunities to accelerate your career. ✓ Gain a certification that is valued worldwide, opening doors to enhanced career opportunities in AI-enabled domains. ✓ Position yourself for strategic roles such as CEO, CIO, AI Product and Project Manager, Product Head, Business Transformation Leader, and Digital Strategy Consultant. ✓ Apply your learning in a real-world Generative AI capstone project and opt for a campus immersion experience at IIM Jammu for deeper insights and collaboration. <u>Learning from India’s top-notch faculty members with industry expertise.</u>
<p>Program Directors</p>	<ul style="list-style-type: none"> ▪ Dr. Hitika Tiwari, Assistant Professor, IIM Jammu ▪ Dr. Kapil Gumte, Assistant Professor, IIM Jammu
<p>Key Attractions for sessions</p>	<ul style="list-style-type: none"> ● Gain profound insights from seasoned professionals working at the forefront of project and product innovation. ● Explore the untold stories—both failures and successes—behind leading project and product brands to uncover critical lessons. ● Experience the energy of a real classroom through live online sessions—engaging, collaborative, and never isolating.

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| | <ul style="list-style-type: none">• Designed for working professionals with weekend classes that balance learning with career and personal commitments.• No travel required - access high-quality instruction and mentorship from the comfort of your home, from any location. |
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