PRODUCT MANAGEMENT WITH GENERATIVE & AGENTIC AI

FROM BITS SCHOOL OF MANAGEMENT & PwC ACADEMY

About BITSoM

BITSoM (BITS School of Management), an integral part of the esteemed BITS Pilani legacy, stands as a beacon of excellence in business education. Located in the Mumbai Metropolitan Region, BITSoM offers a transformative learning experience driven by world-class faculty who bring expertise from top global institutions. With a foundation in entrepreneurial spirit and academic rigor, BITSoM nurtures future leaders equipped to excel in an ever-changing global business landscape.

Why Choose This Course?

- Dual Certification: Receive a prestigious certificate from BITSoM and PwC Academy upon successful completion, recognising your achievement.

- Gain hands-on experience through a curriculum designed by industry leaders.

- Work on real case studies and live projects to build practical skills.

- Learn from experienced faculty members and guest speakers.

- Connect with like-minded professionals and experts in the field.

What Will You Learn?

This course blends academic rigor with hands-on learning, equipping you with skills in Agentic AI — the next frontier of autonomous systems. Gain expertise in user-centered product thinking, leverage tools and advanced prompt engineering, and work on 6+ real-world projects.

Toolkit

asana   Figma   mixpanel   OpenAI   monday.com

productboard   Jira   Amplitude

Course Details

Course Duration	Time Commitment
6 Months	8-10 hours per week

Certification
From BITS School of Management and PwC Academy

Condition for Certification

- PwC certification will be awarded to students based on their performance in assessments, which will be conducted in the form of case studies.
- The PwC certification does not include or guarantee any placement or internship opportunities.

Course Curriculum

Module 01: Product Thinking & Opportunity Discovery

- Introduction to Product Management
- Product Strategy
- Market/Environment Scanning
- Product Ideation
- Developing Product Propositions
- Feasibility Analysis
- Platform Strategies

Module 02: Design & MVP

- Design Thinking, User Personas and User Journeys
- Feature Prioritisation
- Prototyping
- UX/UI
- Technology Selection & Development
- Deployment & Release Management

Module 03: Building with Agentic AI

- Foundations of Agentic AI & Product Thinking
- Prompt Engineering I - Core concepts
- Prompt Engineering II - Advanced patterns & RAG
- Agent frameworks in practice
- Tool Invocation & multi modal agents
- Rapid LLM driven prototyping for PMs
- No-code and Low-code agent builders
- AI product lifecycle and LLMOps
- Responsible AI, Safety & Compliance
- Future directions in agent based AI

Module 04: Project Management and Agile Execution

- Introduction to Project Management
- Project Methodologies - Waterfall, Agile, others, Focus on Agile principles values
- Agile Execution- Scrum Framewrok & ceremonies
- Sprint planning & Scrum Roles
- Product Roadmap - Backlog management, Prioritization and Skills needed for PM
- Jira training
- Stakeholder Alignment, Communication, Lead without authority
- Ethics in Product Management

Module 05: Go-To-Market

- Marketing Strategy Framework
- Branding
- Promotion Strategies - 7P
- Digital Marketing -1
- Digital Marketing-2
- Consmer Behaviour
- Accelerating Growth
- Sustainable Product Management
- Sales and Distribution Strategy

Module 06: Data, Metrics & Decision Making

• Customer Service
• Pricing Strategy
• Introduction to Data Driven Decision Making
• Market Research Techniques
• Regression Analysis
• Regression Analysis
• Product Metrics and Analytical Tools
• Digital and Media metrics
• CLV and A/B Testing

Capstone Project

• Design and build an AI-enhanced product that addresses a real user problem.
• Integrate Generative AI and agentic systems into your product.

Our Mentors

Dr. Srinivas Pingali
BITS School of Management

Professor Srinivas Pingali has over three decades of varied experience in education and training, product development and sales & marketing in multinationals, entrepreneurial companies and academic institutions. Srinivas is currently an Adjunct Professor at the BITS School of Management. Before this, he was a Professor of Practice at IIM Udaipur and Mahindra University, where he taught various courses, including Digital Transformation, Emerging Technologies, Product Management, B2B Markets, Digital Marketing, Innovation and Entrepreneurship. He won teaching excellence awards for 2020-21 and 2021-22. Srinivas conducts programs for senior executives of large corporations and public sector institutions.

Srinivas Atreya
CTO, Avika

An alumnus of REC Trichy with 30 years of experience in the data & machine learning space across US, UK and India. Specialises in deep neural networks and optimizing inference loads on low powered devices. Current areas of interest include agentic AI and no code AI frameworks. Works as a faculty at various institutions like IIM Udaipur, ISB, Engineering Staff College of India & College of Defense Management (CDM). Currently a part of avika, which is focused on standardizing mind health using AI & Virtual Reality.Before this ran an IT services startup RoundSqr that got acquired by Cigniti Technologies in 2022.

Prof. Kiran Pedada
Associate Professor, University of Manitoba

Kiran Pedada is the Associate Fellow in Marketing and Inclusive Business and Associate Professor at the Asper School of Business at the University of Manitoba. Previously, he was an Assistant Professor of Marketing at the Indian School of Business (ISB). Kiran's research is centered on Marketing Strategy, with a focus on the financial and social impact of marketing, marketing organization, marketing strategies for digital environments, and emerging markets. His research is published in premier marketing journals including the Journal of Marketing Research, Journal of the Academy of Marketing Science, and International Journal of Research in Marketing. Kiran was voted the "Teacher of the Year" at ISB for two consecutive years.

Philip Zerrillo
Professor, Sasin School of Management

Professor Philip Zerrillo is an accomplished academic and business leader with extensive global experience in management education, executive leadership, and advisory roles. His areas of expertise include marketing strategy, business development, leadership, and entrepreneurship. He has served as Deputy Dean at the Indian School of Business and held senior roles at Singapore Management University and Kellogg School of Management. He currently teaches at the Sasin School of Management and advises multiple universities across Asia.

Sunanda Gundavajhala
Director of Operations, DispatchTrack

Sunanda Gundavajhala is a seasoned professional with over two decades of experience in project management, software development, business analysis, and process engineering. She currently serves as the Director of Operations at DispatchTrack, where she leads strategic operations for a globally recognized last-mile delivery software company. A certified Project Management Professional (PMP) and Microsoft Project specialist, Sunanda is also an accomplished educator and guest author, having taught at leading business schools and contributed to academic publications on project management and business ethics. Her work has earned her several accolades from PMI USA and PMI-PCC, recognizing her outstanding contributions to the field and volunteer leadership. Known for her passion for process optimization and talent development, Sunanda is dedicated to delivering practical, innovative learning experiences that prepare professionals to drive organizational excellence and navigate complex project environments.

Sirisha Peyyeti
Co-Founder & CEO, Avika

An alumina of REC Trichy with 30 years of experience in the data & machine learning space across US, UK and India. Specialize in deep neural networks and optimizing inference loads on low powered devices. Current areas of interest include agentic AI and no code AI frameworks. Works as a faculty at various institutions like IIM Udaipur, ISB, Engineering Staff College of India & College of Defense Management (CDM). Currently a part of avika, which is focused on standardizing mind health using AI & Virtual Reality.Before this ran an IT services startup RoundSqr that got acquired by Cigniti Technologies in 2022.

Admission Process

Submit Application
Complete application form to showcase your motivation and goals

Complete Counselling
Only shortlisted candidates go through the counselling process

Start Learning
Learn from India's top educators and stand out from the crowd.

Fees Structure

Application Fee (Non-Refundable)	₹100

	Option 1	Option 2
	Upfront	**EMI** (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹46,000	₹5,878 x 9 months
Total	₹50,000*	₹56,902*

*GST at 18% extra, as applicable