



INTERNATIONAL INSTITUTE OF
INFORMATION TECHNOLOGY

H Y D E R A B A D

Build, Launch & Manage Products

Learn the right skills and strategies to develop and manage impactful products that the market loves - with our 2-year M.Tech in Product Design & Management



ABOUT THE PROGRAM

Product design is a crucial element between an idea and final product, not only in the implementation of new ideas, but also in the refinement of existing products to enhance efficiency and feasibility. Product management plays a key role in decision-making and managing the complete product design journey.

Today, most organizations either hire managers from management institutes and train them on products, or hire engineers and train them to manage products. In this program, students will gain practical insights into technology, and experience the rigour of engineering practices and product management.

IIIT-Hyderabad's **Product Design and Management (PDM) program** is a combination of **Product Design, IT and Management** - a key requirement for digital transformation initiatives and IT-based startups. Students completing the program can become product managers and/or entrepreneurs. The curriculum is designed to create postgraduates who understand the convergence of technology, design, markets and product business.

PROGRAM HIGHLIGHTS



Expert faculty

Learn from IIITH faculty, industry leaders & practitioners



Holistic learning

Covers product management & design, tech trends, design thinking, products & markets, and business models around tech products



Part-time option

The program may be pursued concurrently with your work. This option is available for industry / self-sponsored candidates & startups



Partners

HYSEA, Product Labs & Center for Innovation & Entrepreneurship (CIE)



Backed by MeitY

Supported by Ministry of Electronics and IT, Government of India



FOCUS AREAS

Information and Communication Technology (ICT) Products

ICT products are used to communicate information in a digital form. There are various types of ICT products for Digital Transformations, Retail Systems, Banking Systems, Education and Mobile & Online Classroom learning to make them more interactive, visualisable and accessible.

IoT – Internet of Things

Machine-to-machine and person-to-computer communications is being extended from everyday household things to sensors & monitoring devices. Today's internet of data & people gives way to tomorrow's "Internet of Things".

Wearable Computing

Wearable computing has been experiencing growth with exciting products in the fields of medicine, sports, fitness, and entertainment. It poses new challenges and opportunities for people to design, interact, communicate and experience the environment around them.



ADMISSIONS:

M.Tech in Product Design and Management program has multiple channels of admission: PGEE,GATE, CEED, Startup and Industry / Self-sponsored.

For more details: <https://pdm.iiit.ac.in/admissions/>

ACADEMICS: Curriculum - Full Time

Year 1, Sem1

Courses	Credits
Design Thinking - Research to Define	2
Design Thinking - Ideate to Evaluate	2
User Research Methods	2
Product Management 101	2
Business Fundamentals #1	2
Business Fundamentals #2	2
Bridge/Technology / Systems Elective	4
Product Development Project & Seminars	2
Total	18

Year 1, Sem2

Courses	Credits
Product Design Electives	6
Business Finance	2
Business Electives	6
Product Development Project & Seminars	2
Total	16

Year 2, Sem1

Courses	Credits
Business / Systems / Open Elective	4
Product Development Project & Seminars	12
Total	16

Year 2, Sem2

Courses	Credits
Technology / Systems / Open Elective	4
Product Development Project & Seminars	12
Total	16

Total credits for M.Tech PDM: 66

Note: Seminars and project discussions are part of the curriculum, Classes will be held mostly on Wednesday and Saturday

Program Core Courses

Design Thinking 1 – Research to Define
Design Thinking II – Idea to Evaluate
User Research Methods
Product Management 101
Business Fundamentals 1
Business Fundamentals 2
Business Finance

Design Electives

Human Computer Interaction
Design of wearable systems
Product Design Workshop
Game Design and Engineering
Usability of Software and Digital Products

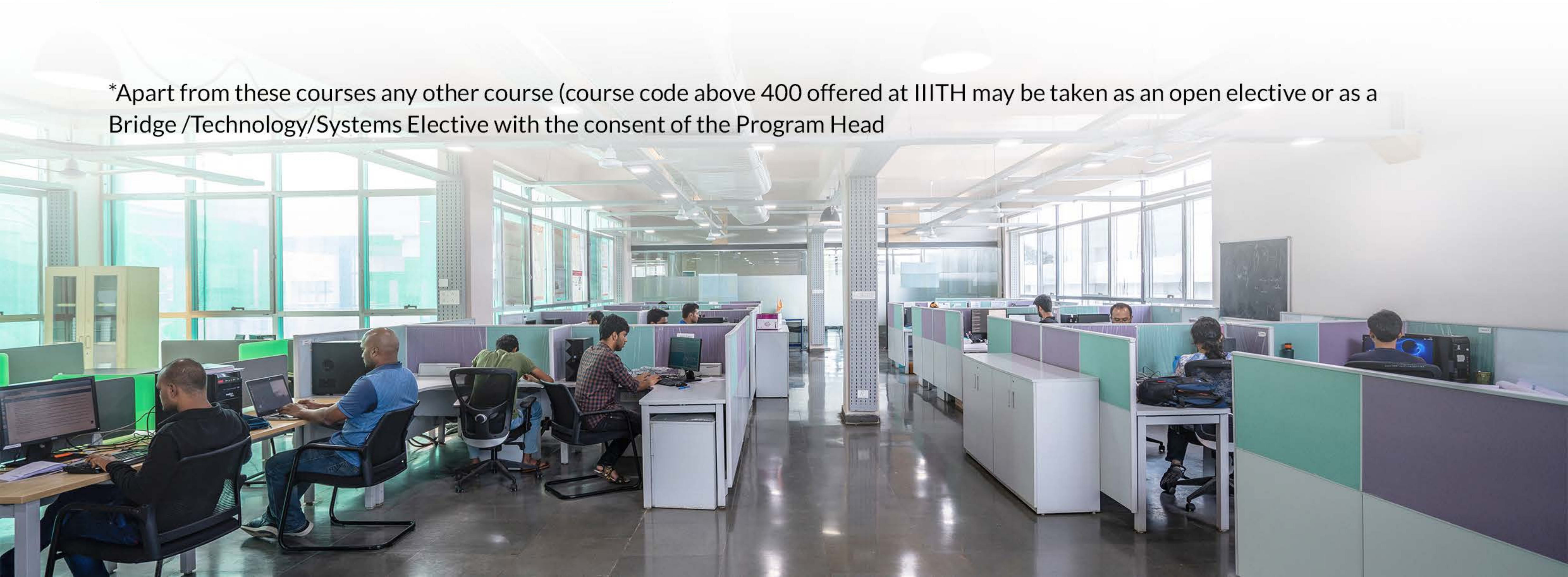
Business Electives

Organizational Operations
Technology Product Entrepreneurship
Product Marketing

Bridge/Open/Technology/Systems Electives

Behavioural Research & Experimental Design
Intro to Cognitive Science
Introduction To UAV Design
ICTs for Development course
Computational Social Science
Statistical methods in AI
IoT Workshop

*Apart from these courses any other course (course code above 400 offered at IIITH may be taken as an open elective or as a Bridge /Technology/Systems Elective with the consent of the Program Head



M.TECH PDM - ACADEMIC REGULATIONS (HIGHLIGHTS)

Credit Requirements

- Minimum credits required for graduation is 66. Students are expected to register for the credits every semester as per the specified sequence.
- Every student must complete the Program core, Design and Business/ Entrepreneurship courses before start of the final project.
- Every student must register Design and Business courses of 6 credits each as per program requirement.
- Some students who do not have the requisite background shall be asked to take the “Software Systems Development” bridge course.
- Every student may register for 8 credits of technology/systems and Open electives, which include any 400+ level CSE or ECE elective offered in the institute. Electives outside of CSE and ECE program require the approval of the program head.

Project Work:

- The product development project will be an integrated effort to create a market connected product or solution. May lead to a startup or a product that can create some social impact. For tech professionals from industry, the project may lead to a very relevant product that can be used in government or social sectors. And for startup aspirants, the thesis may lead towards the first market MVP of their startup idea.
- Product Development project completed in Third & Fourth semesters with 12 credits each will follow Satisfactory(S)/Unsatisfactory(X) grading scheme without grade points.

ACADEMIC PERFORMANCE:

- A student should complete the requirements with a minimum CGPA of 6.00 to receive the M.Tech degree.

RESIDENCY REQUIREMENTS:

- **Full-time students:** Students will have minimum of 4 semesters and maximum of 6 semesters to complete the graduate requirements, failing which they will be terminated from the program.
- **Industry Students (Part time mode):** M.Tech program may be pursued concurrently with your work. Currently, this option is available for Industry / Self sponsored candidates & Startups.

FEE STRUCTURE:

- The student must pay full-time post-graduate fees for the first 4 semesters of study. The fees will be pro-rated to the number of credits registered for thereafter according to the institute's policies. <https://pgadmissions.iiit.ac.in/fee/>
- Industry students (selected via the self-sponsored and startup mode) have the option of pursuing the program in a part-time student. They can choose to enrol for lesser number of credits compared to full-time student. The students may choose a minimum of 8 credits up to a maximum of course load equivalent to a full-time student depending on their current professional commitment. <https://www.iiit.ac.in/admissions/postgraduate/pgssp-fee/>

Contact us

International Institute of Information Technology, Hyderabad

✉ pgadmissions@iiit.ac.in

For more details: usha.vangavety@research.iiit.ac.in (Program Coordinator/Mentor)

☎ +91 (40) 6653 1250, 6653 1337