



**masai**

# **PRODUCT MANAGEMENT WITH GENERATIVE & AGENTIC AI**

*FROM BITSOM*

# | 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?

- **Certification:** Receive a prestigious co-branded certificate from BITSoM and Masai School upon successful completion.
- 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



# | Course Details

**Course Duration**  
6 Months

**Time Commitment**  
8-10 hours per week

**Certification**  
From BITS School of Management

# | Course Curriculum

- **PMGA101: Product Management Foundations & Discovery**

- Introduction to the Product Management mindset and structured discovery
- Learn how to define and validate MVPs
- Conduct user interviews and apply Jobs To Be Done (JTBD) framework
- Roadmap creation and MVP prioritization based on market gaps

- **PMGA102: Agile, Design and Cross-functional Execution**

- Master UX wireframing and create interactive prototypes using Figma
- Learn Agile delivery techniques and tools like Jira
- Focus on stakeholder mapping and effective cross-functional collaboration
- Simulate sprint planning and document a stakeholder alignment plan

- **PMGA201: Generative AI Tools and Product Integration**

- Explore Generative AI tools and integrate them into product workflows
- Learn prompt engineering to enhance content generation
- Apply GenAI safety measures and API integration into products
- Design and test features like a chatbot or summarizer

- **PMGA202: Building with Agentic Systems**

- Understand agent architecture and learn to orchestrate multi-agent systems
- Build task-performing agents to automate workflows
- Learn to design systems that collaborate to complete complex business functions
- Work with LangChain and CrewAI to enhance multi-agent interactions
- Simulate sprint planning and document a stakeholder alignment plan

- **PMGA301: Strategy, Monetization and Responsible AI**

- Explore business strategies and monetization models for AI-powered products
- Understand AI bias, data privacy, and ethical AI considerations
- Create a Go-To-Market (GTM) plan and develop a monetization model
- Conduct an ethical risk assessment for AI implementation

- **PMGA302: Capstone – Build and Pitch Your AI-Driven Product**

- Design and build an AI-enhanced product that addresses a real user problem
- Integrate Generative AI and agentic systems into your product
- Prepare and present a pitch deck with product vision, GTM strategy, and ethical safeguards

## | Our Instructors



**Dr. Srinivas Pingali**  
BITS School of Management



**Srinivas Atreya**  
Data Scientist & Entrepreneur



**Kiran Pedada**  
Associate Professor,  
University of Manitoba



**Sunanda Gundavajhala**  
Director of Operation,  
DispatchTrack



**Sirisha Peyyeti**  
Co-Founder and CEO,  
Avika

## | Industry Experts



**Abhinandan Kainth**  
Software Development  
Engineer, Microsoft



**Philip Zerrillo**  
Professor,  
Sasin School of Management

# | Admission Process



## Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



## Complete Onboarding

Only shortlisted candidates go through the onboarding process.



## Start Learning

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

# | Fees Structure

Qualifier Test Fee*	₹99
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	Option 1	Option 2
	Upfront	EMI Through our NBFC partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Course Fee (Non-Refundable)	₹46,000	₹5622 x 9 months
Total Program Fee	₹50,000 + GST**	₹54,598 + GST**

\*100% refund of the qualifier test fee, if you don't qualify or choose not to enrol after counselling.

\*\*GST at 18% extra, as applicable

