**International Institute of Information Technology Bangalore (IIIT-B)
Post-Graduate Programme in Digital Product Design and Management**

Admissions
Open

Duration:
12 months
(July-June)
starting

July 2025

Programme Details

About the Programme

IIIT-B has been offering a one-year Post- Graduate Programme in Digital Product Design and Management (PGP-DPDM) since 2024-25. This a full-time programme and will be delivered in an on-campus mode. PGP-DPDM builds upon IIIT-B's rich tradition of offering interdisciplinary programmes, combining appropriate concepts from engineering and social sciences, towards developing a rich and nuanced understanding of the production and consumption practices associated with new and emerging digital technologies. Applications are now being invited from eligible and interested candidates for admission to PGP-DPDM. More details about the programme and the admission process is given below.

Eligibility Entry Criteria

- An under-graduate degree (of at least 3-year duration) in any discipline (including arts, science, commerce, design, management, law, engineering etc.) with a first division/class from a recognised University. Those expecting to graduate by 1st August 2025 may also apply.

- [Candidates with a valid score in CAT 2024 or CEED 2025 may be exempted from appearing for the written test as part of the selection process.

Placement Opportunities

- Sectors: Product teams in start-ups, social enterprises or large corporations targeting the next billion users (through Tech4Good initiatives, for example); Public/ Social Sector consulting teams

- Job Roles: UX/User Researcher, Product Manager, Product Designer, Business Analyst, Technology Consultant

Programme Highligths

Flexible Academic Approach

Distinguished Faculty Network

Globally Pertinent Research

Outstanding Peer Support

Resourceful Collaboration Opportunities

Inter-disciplinary Curriculum

Curriculum Structure

Programme Orientation (2 weeks)
- To focus on inputs / training on comprehension / writing / communication skills as well as readiness on other aspects of the curriculum and pedagogical approaches
- Aspects related to digital [accessibility] tools and techniques will also be provided, especially for persons with disabilities.
- To also focus on aspects of working in inclusive teams

Semester 1: 16 credits (4 core courses)
- Quantitative Data Analysis
- User Research using Qualitative Methods
- Information Economics and Product Finance
- IT Project and Product Management

Semester 2: 24 credits (3 core courses + 1 elective course + 4-month capstone project)
- Innovation and Design Thinking
- User Experience (UX)
- Software Architecture for Digital Products
- 1 Elective [tentative list: Introduction to Accessibility; Technology Regulation and Law; Software Production Engineering/ DevOps; The City]
- 4 Months Capstone Project (March-June)

Master of Science (by Research)

Students who complete the PG Programme will be considered for direct admission to Master of Science (by Research) in the Digital Society research domain. Their suitability for admission to Master of Science (by Research) will be ascertained by an internal committee based on performance in the PG Diploma. If admitted, they will be allowed to carry forward the required course credits to offset their coursework related credit requirement for Master of Science (by Research). Such candidates would only be required to complete the required thesis/research credits and any other applicable academic requirements to be eligible for award of the Master of Science (by Research) degree.

Faculty Details

Following faculty members are expected to offer core and elective courses in the PGP-DPDM programme :

Amit Prakash
Professor
(FPM-Indian Institute of Management Bangalore, India)

Balaji Parthasarathy
Professor
(PhD-University of California Berkeley, USA)

Jaya Sreevalsan Nair
Associate Professor (PhD-University of California Davis, USA)

Preeti Mudliar
Assistant Professor
(PhD-University of Texas at Austin, USA)

Srinath Srinivasa
Professor
(PhD-Brandenburg Technical University Cottbus, Germany)

Sujit Kumar Chakrabarti
Associate Professor
(PhD-Indian Institute of Science Bangalore, India)

T.K. Srikanth
Professor
(PhD-Cornell University, USA)

V. Sridhar
Professor
(PhD-University of Iowa, USA)

Tuition Fees and Other Expenses

• The tuition fees, as applicable for students to be admitted in July 2025, is Rs. 1,92,000/- per semester. The total tuition fees for the entire duration of the programme (for two semesters) will be Rs. 3,84,000/-. Students who continue for a Master of Science (by Research) degree after completing the PG Programme will have to pay tuition fees as applicable for that programme.

• Hostel, mess and other charges may have to be paid as per prevailing rates. Hostel rooms can be provided, depending on availability. Staying in hostels is, however, not mandatory.

Application and Admission Process

• Link for the online application form and other relevant guidelines will be made available on the IIIT Bangalore website.

• Applicants must pay a non-refundable application fee of Rs. 1000/- as mentioned in the instructions on the aforesaid webpage.

• Candidates whose application is found in order will have to take a written examination (online or at IIIT Bangalore) that will test numerical/quantitative, analytical, and verbal abilities, as well as design, social, and information technology awareness.

• Candidates with a valid score in CAT 2024, CEED 2025may be exempted from appearing for the written test depending on their scores. Such candidates will have to submit a copy of the scorecard.

• All the candidates will also have to appear for a personal interview (online or at IIIT Bangalore).

• The final list of candidates to be admitted will be decided after the interview. The selection will be based on performance in the interview, scores in the written test (or, in one of the four national level entrance tests mentioned above) and marks obtained in 10th, 12th and Under-graduate/Bachelor's examinations.

Accessibility for Persons with Disabilities

Candidates are requested to write to admission-ds@iiitb.ac.in in case they may want any accommodations for the entrance test and interviews; the Admissions Committee is committed to make the selection process inclusive and will be happy to consider such requests.

Important Dates

27th March 2025
Application portal opens

30th April 2025
Last date for submitting online applications

17th and 18th May 2025
Online written test on May 17th followed by personal interviews on May 18th; candidates will also have an option to appear for the written test and interview in person at the IIIT-B campus

23rd May 2025
Release of first list of selected candidates

30th May 2025
Payment of confirmation deposit by the candidates selected in the first list

4th June 2025
Release of second list of selected candidates, if required

11th June 2025
Payment of confirmation deposit by the candidates selected in the second list

14th July 2025
Registrations for the new batch at IIIT-B and start of classes

Research and Innovation at IIIT-B

IIIT-B nurtures a strong culture of interdisciplinary research and innovation. Students are encouraged to work closely with faculty members and researchers at centres like the following, and many more, at different stages of their learning process:

- **Centre for Accessibility in the Global South (CAGS)**
  Centre for Accessibility in the Global South (CAGS) is a research and outreach unit at IT Bangalore, established in partnership with researchers and practitioners at Microsoft Research India and Vision Empower.

- **Centre for IT and Public Policy (CITAPP)**
  The Centre for Information Technology and Public Policy (CITAPP) at IIIT Bangalore is an interdisciplinary think-tank set up to focus on the policy challenges and the organizational demands made by technological innovation.

- **The E-Health Research Center (EHRC)** The E-Health Research Center (EHRC) is an interdisciplinary Research Center that spreads across all areas of research interests in the institute towards doing applied research in the use of Information & Communication Technologies (ICTs).

- **IIITB Innovation Centre (IC)**
  IIIT Innovation Centre brings together startups, government agencies, corporate and institutional partners, industry mentors, and eminent academicians from its parent institution IIIT-B.

Contact Us

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✉️ **admission-ds@iiitb.ac.in**

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