International Institute of Information Technology Bangalore

Lead the next tech revolution

Executive Post Graduate Programme in

Software Product Engineering and Management

Programme Partner

NSE talent sprint

7
Months Executive Programme

122
Hours of Live Interactive Sessions

3
Days Campus Visit

Industry-Academia Mentorship

CRAFTING TOMORROW'S INTERACTIVE EXPERIENCES WITH 3X ADVANTAGE

In-Depth Understanding of Software Product

A hands-on programme covering technical and managerial aspects of software product development.

Mentorship by Esteemed IIIT-B Faculties

LIVE Interactive sessions taught by an esteemed faculty group at IIIT-B.

Distinctive Pedagogy

122 hours of industry-relevant curriculum backed by hands-on sessions, capstone projects, assignments, quizzes and campus visits.

WHY SOFTWARE PRODUCT ENGINEERING AND MANAGEMENT? WHY NOW?

Organizations seek visionary software product leaders who can bridge the gap between cutting-edge technology and intuitive user experiences in a world fueled by digital transformation.

Booming Software Industry

1

The revenue of global software market is expected to reach $858.10 Bn by 2028.

The Digital Revolution is accelerating

2

Demand for skilled software professionals is expected to grow 25% from 2022 to 2032

Future Proof Your Skills

3

Gain the skills needed to navigate and lead in the software product development domain.

OVERVIEW OF THE PROGRAMME

The Executive Post Graduate Programme in Software Product Engineering and Management delves into the complexities of the IT industry as you explore the entire software product lifecycle, covering modules on product design, engineering, testing, maintenance, IPR, marketing, finance, and more. You will learn to seamlessly integrate technical excellence with strategic insights required to thrive in the dynamic landscape of software product development.

Designed and delivered by the distinguished IIIT-B Faculty, this is a **7-month** programme where you will experience immersive learning packed with LIVE interactive sessions, hands-on sessions, capstone projects, assignments, quizzes and campus visits.

ABOUT INTERNATIONAL INSTITUTE OF INFORMATION TECHNOLOGY BANGALORE (IIIT-B)

The Executive Post Graduate Programme in Software Product Engineering and Management will be delivered by IIIT-B in association with TalentSprint. The **International Institute of Information Technology Bangalore (IIIT-B)** is a deemed university established in 1998 with a vision to contribute to the IT world through education and research, entrepreneurship, and innovation.

1st among India's Best Technical Universities (Private)	UGC Recognized	A Deemed to be University
INDIA TODAY		iiit-b

Since its inception, IIIT-B has grown to become an institution of considerable repute with its unique model, combining education, research, and industry interaction. It works in partnership with the corporate sector while retaining the freedom of an academic institution. IIIT-B is a registered not-for-profit society supported jointly by the Government of Karnataka and the IT industry. A trailblazer in IT research and education, the institute dons a remarkable track record of its alumni founding over 50 enterprises, leaving a lasting impact on the industry. For more information, visit https://www.iiitb.ac.in/explore-iiitb

WHO ARE THE PROGRAMME MENTORS?

You will benefit from the expertise of a dynamic group of professors at IIIT-B, each bringing academic and research andextensive industry experience.

Prof. V Sridhar

Ph.D., University of Iowa, USA

Professor, Centre for Information Technology and Public Policy (CITAPP), IIIT-B

Research Expertise: Techno-economic growth modeling of telecommunication networks and services; Radio spectrum allocation, management and policy; Telecommunications, Internet and Privacy policy issues in developing countries; Agent-Based Modeling of techno-economic systems; Techno-economics of digital economy and platforms; Management of Distributed Software Projects.

He is the author of three books: 'Telecom Revolution in India: Technology, Regulation and Policy,' 'The Dynamics of Spectrum Management: Legacy, Technology, and Economics' and Emerging ICT Policies and Regulations: Roadmap to Digital Economies. His teaching experience spans the USA, Finland, New Zealand, and India, bringing a global perspective to his research work.

His research projects are funded by national and international entities, including Facebook. He has been member of Government of India committees on Telecom and IT. He has written more than 300 articles on telecom regulation in India.

PROGRAMME DIRECTOR

Prof. Amit Prakash

FPM, IIM Bangalore

Professor, IIIT-B
Convenor, Centre for Accessibility in the Global South (CAGS), IIIT-B

Research Expertise: ICT and Development (ICTD), Digital Governance, Information Systems, Accessibility and Inclusion, and Public Policy.

Before joining academics, Prof. Amit Prakash worked for 15+ years as an advisor for Deloitte, PwC and C-DAC. He has chaired national, international and regional committees formulating digital governance and development policies. He is a resource person for the United Nations Asia-Pacific Centre for ICT and Development (UN-APCICT) and has delivered training sessions for government executives in the APAC region.

He is a Co-Founder of Vision Empower, a not-for-profit trust dedicated to accessible education for the visually impaired. He co-founded Vembi Technologies.

Prof. B. Thangaraju

Ph.D., Bharathidasan University

Professor, IIIT-B

Research Expertise: Software Engineering, General Purpose Operating Systems, Embedded and Real-Time Operating Systems, Linux System Programming, Linux Kernel Programming, Linux System Administration, Linux Performance Tuning, SDN, NFV, DevOps, DevSecOps, Ansible, Docker, Kubernetes, Unikernels, OpenStack

A seasoned academician, he has been associated with IIIT-B since 2017 and oversees the Open Source Technology Lab. Before transitioning to academics, he was a research associate at IISc and spent nearly 16 years with Wipro Technologies in various positions, mainly in Talent Transformation.

He has authored over 100 research papers and actively guided many Master's and Ph.D. candidates. He serves on the technical advisory panel for MOSIP, the Government of Karnataka, and the Government of India Projects.

Dr. Laxmi Gunupudi

Ph.D., IIM Bangalore

Visiting Faculty at IIM Calcutta and Trichy
Adjunct Faculty at IIM Bangalore.

Research Expertise: Innovation Adoption, Cloud Computing, IT Outsourcing, Agricultural Market Information Systems

Dr Laxmi Gunupudi brings a wealth of real-world experience and academic rigour to her current role as Visiting Faculty at IIM Calcutta and Trichy and Adjunct Faculty at IIM Bangalore. Her research delves into critical areas like innovation adoption, cloud computing, IT outsourcing, and agricultural market information systems.

Dr. Gunupudi honed her expertise across diverse positions at IBM, GE, and Geometric Ltd. After a rich industry experience across top-notch companies, she transitioned into academia. This makes Dr. Gunupudi's academic contributions invaluable for the holistic development of her students.

International Institute of Information Technology Bangalore

WHAT WILL I LEARN?

A comprehensive curriculum that gives practical insights into the framework of software product development and management.

Module 1: Industry Overview

▶ Introduction to the ICT Industry

▶ IT Products and Services, Off-shoring and MNC India Center, Telecom industry, Start-ups, and the App Economy

Learning Outcomes: At the end of this module, you will have a complete grasp of the ICT industry, This includes knowing about IT products and services, off-shoring and multinational corporation's (MNC) India centres, the telecom sector, and getting insights into start-ups and the app economy.

Module 2: Introduction to Product Lifecycle

▶ Overview of Product Life Cycle

▶ Product adaption & enhancement

▶ Product Competitiveness, relevance & profitability

Learning Outcomes: At the end of this module, you'll master the entire product life cycle. From conception to eventual discontinuation, you'll acquire the skills to consistently adapt and enhance products, ensuring their long-term competitiveness, relevance, and profitability.

Module 3: Product Design

▶ User-Centered Design

▶ Design Thinking Overview

    - Storyboarding

    - Scenario Maps

    - Customer Journey Maps

▶ UX Design

    - Expert Review

    - User Interviews

    - Stakeholder Interview

    - Surveys and Email Questionnaire

▶ UI Design

    - Design Patterns

    - Inputs and Controls Design

    - Containers

▶ UI for Accessibility

    - Building Privacy and Security in Design

▶ Wireframe Design

Learning Outcomes: By the end of this module, you'll learn to value and comprehend different user-centric design approaches. You'll also be able to use various methods to gather what users require, employ tools for creating innovative and highly desirable products, and implement Privacy by Design principles by integrating privacy and security into the product design.

Module 4: Software Product Engineering

▶ Software Product Architecture

▶ Software Product Development

▶ Engineering Process Flow

   - DevOps

   - Interoperability and Integration using APIs

▶ Compliance

   - Standards and Regulations

Learning Outcomes: At the end of this module, you can acquire a deep understanding of how to utilize software, IT solutions, and hardware to design, develop, and launch valuable products. You will also be adept at implementing Agile methodologies for efficient product development and leveraging DevOps practices to enhance agility and automation. Additionally, you will gain an understanding of fundamental compliance and regulatory requirements across all stages of software development and implementation.

Module 5: Product Testing

▶ UI Testing

▶ UX Testing

▶ User Acceptance Testing

▶ Load Testing

▶ Performance Testing

Learning Outcomes: At the end of this module, you will be able to understand the different levels and types of testing associated with digital products.

Module 6: Product Maintenance

▶ Defect Management

▶ Feature Enhancement

> **Learning Outcomes:** At the end of this module, you'll learn to identify and execute tasks for live products, including preventive maintenance like security updates, corrective maintenance involving bug fixes, and evolutive maintenance encompassing the introduction of new features or improved performance.

Module 7: Intellectual Property Management

▶ Product Licensing Models

▶ Royalty Management

▶ IPR protection

> **Learning Outcomes:** At the end of this module, you'll be equipped to evaluate and implement different product licensing models, manage royalties effectively, and protect intellectual property rights (IPR)

Module 8: Product Marketing, Finance and Team Organisation

▶ Fundamentals of Digital Marketing

▶ Search Engine Optimization

▶ Digital Product Pricing

▶ Product Team Organisation

> **Learning Outcomes:** At the end of this module, you'll be able to craft innovative marketing strategies for digital platforms and devices, devise pricing strategies like pay-per-use, freemium, or subscription, and structure effective product teams for digital product development.

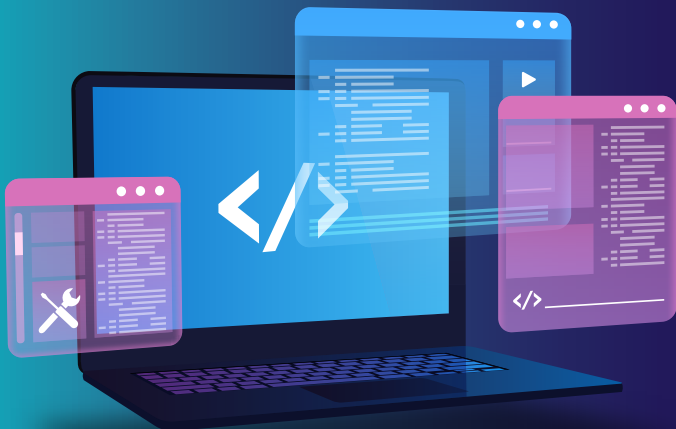## Capstone Projects

HOW WILL I LEARN?

A high-impact format perfected for aspirants

- ✓ 7 Months Executive-friendly Programme

- ✓ Best-in-class Learning Content, IIIT-B Faculty-led LIVE Interactive Classes, capstone projects, assignments, quizzes and campus visits.

- ✓ 122 Hours of immersive learning, including 88 hours of Faculty-led Sessions, 16 hours of Lab Work, and 18 hours of Capstone Project

- ✓ Participants will have one Campus Visit of three days scheduled at the end of the programme

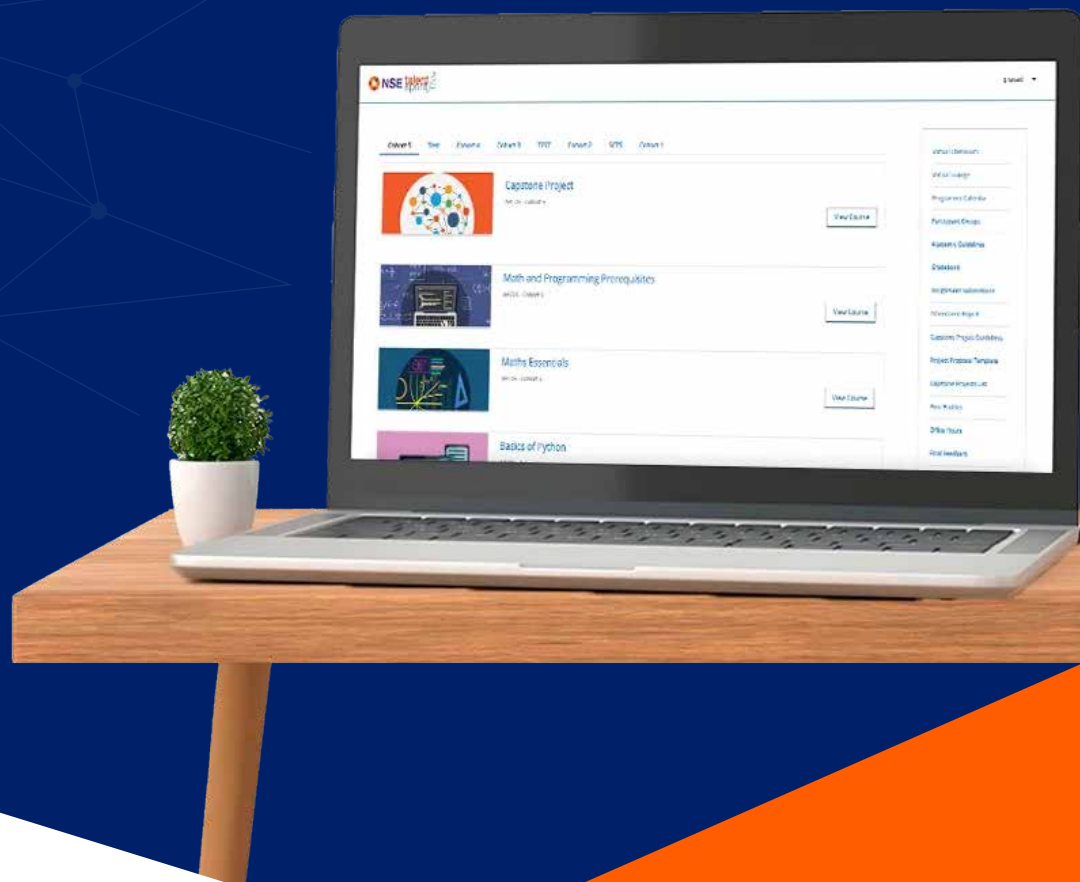- ✓ Classes will be held every weekend for 2-3 hours

📅 **Classes starting from September 2024.**

Hi-Tech Hi-Touch
Hybrid Learning Platform

iPearl.ai (AI-Powered Interactive Platform for Experiential And Remote Learning), TalentSprint's Digital Delivery Platform, truly open by design, is built on Open edX and has been architected to incorporate best-of-breed technologies and state-of-the-art components.

The hallmark of the platform is its seamless integration of diverse but related learning technologies that facilitates synchronous learning, asynchronous learning, assignments, assessments, group work, cloud labs, and video indexing, with just one single sign-on. This maximizes user delight, for both students and instructors.

IDEAL FOR

▶ Tech professionals seeking to transition into a product management role

▶ Software engineers looking to gain expertise in product design, marketing, finance and other critical aspects of software products

ELIGIBILITY

▶ **Education:** B.E/B.Tech/BCA/BSc (IT)/BSc (CS)/MCA/MS in any stream

▶ **Experience:** Minimum 2 years of professional experience in a software engineering role

Enrolment Process

● Apply for Programme

● Submit Details

● Await Selection

● Join Programme

The selection for the programme will be done by IIIT Bangalore and is strictly based on the education, work experience, and motivation of the participants.

WHAT SHOULD I EXPECT FROM THIS PROGRAMME?

Translate ideas into successful, well-designed, and efficiently managed software products.

Advance your career to product leadership, management, and strategic roles.

Lead the next tech revolution, equipped with the prestigious IIITB certification, and position yourself at the forefront of cutting-edge advancements.

iiit-b

International Institute of Information Technology Bangalore

This is to certify that

<Name>

has successfully completed

Executive Post Graduate Programme in Software Product Engineering and Management

on <Date of Completion>

Prof. Debabrata Das
Director

Cmde (Retd.) S R Sridhar
Registrar

Prof. Chandrashekar Ramanathan
Dean (Academics)

International Institute of Information Technology | 26/C, Electronics City, Hosur Road, Bengaluru 560 100 INDIA | http://www.iiitb.ac.in

TALENTSPRINT CAREER ACCELERATOR PROGRAM

Supports program alumni looking for new Career Advancements

Professional Development

- ▶ Resume Building
- ▶ LinkedIn Profile Makeover

Network with Peers and Alumni

- ▶ Knowledge Exchange Sessions with Business or Tech leaders
- ▶ Lifetime Membership to TalentSprint Alumni Network

Access to Career Advancements*

- ▶ 6 months Premium Membership of IIMJobs or Hirist
- ▶ Job Alerts through TalentSprint Alumni Network

*Terms & Conditions apply

What is My Investment?

Total Programme Fees

₹2,00,000

(GST extra)

Application Fee ₹2,000

Scholarships Available   Special Pricing for Corporates

Fees paid are non-refundable and non-transferable.

Modes of payment available

Internet Banking   Credit/Debit Card   UPI Payments

Easy Financing Options

0% EMI available

Loan Partners

eduvAnz   Blue Bear   LIQUILOANS   Pine Labs

About TalentSprint

NSE talent sprint

10 Years of Excellence

250K Empowered Professionals

85 Net Promoter Score

95% Completion Rate

Established in 2010, TalentSprint (a part of the NSE group) is a global EdTech company offering cutting-edge, deeptech, management programs for early career and experienced professionals, with top institutions/organizations. It creates a highly-skilled niche talent pool to meet new-age industry demands. The company's digital learning platform ipearl.ai offers a hybrid onsite/online experience to seekers of deep technology expertise. It is also a recipient of various prestigious accolades. Some of the recent ones are:

Deloitte Technology Fast 50 India 2023

EdTech Leader of The Year 2023

Best Edtech Company of The Year 2023

Digital Learning Company of The Year 2023

Best Edtech Solution of The Year 2023

Innovation in Pedagogical Practices Award 2023

Most Breakthrough Product of the Year 2023
for WE and TechWise

Most Impactful Bootcamp of The Year 2023
for Certified Full Stack Developer

Training Partner of the Year 2023
for Pega University Program

International Institute of Information Technology Bangalore

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Get Support

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