



PLACEMENT BROCHURE 2025-26

**Post Graduate Diploma in
Digital Product Design and Management
(PGD-DPDM)**



Message from the Director

The PGD-DPDM degree addresses the evolving demands of the digital economy with a carefully designed interdisciplinary curriculum. It integrates the latest advancements in data analysis, user experience, and product management while fostering a deep understanding of social impact and inclusivity. This unique approach encourages students to tackle challenges from multiple perspectives, preparing them for leadership roles in the dynamic digital landscape.

Dr. Debabrata Das
Director, IIT-Bangalore





IIIT-Bangalore

The International Institute of Information Technology Bangalore (IIIT-B), a deemed to be University, was established in 1998 with a vision to contribute to the IT world through education and research, entrepreneurship and innovation. It works in partnership with the corporate sector while retaining the freedom of an academic institution. Intersecting technology and society, IIIT-Bangalore has grown in stature to become an institution of considerable repute with its unique model of education, research, and industry interaction.



Department of Digital Humanities and Societal Systems (DHSS)

The **Department of Digital Humanities and Societal Systems (DHSS)** has been created to underscore IIIT-B's continued focus on the mutually shaping nature of digital technologies and societies through interdisciplinary approaches derived from the humanities, social sciences, and computing. Evolving from the Masters in Digital Society programme, the **one-year Post-Graduate Diploma Digital Product Design and Management (PGD-DPDM)** offers comparable academic depth and rigor, preparing professionals to design, analyze, and implement digital solutions for diverse communities, continuing IIIT-B's legacy in ICT for Development (ICTD).





PGD-DPDM

The **Post Graduate Diploma in Digital Product Design and Management (PGD-DPDM)** develops professionals who can bridge technology, design, and business strategy to create impactful digital products. Participants learn to conceptualize, design, and manage solutions through a curriculum spanning data analysis, user research, product finance, product marketing, innovation, UX, and software architecture. The diverse educational and professional backgrounds of the cohort equips graduates with the adaptability to excel in cross-functional teams.

Core Disciplinary Subjects

Data Analysis and Visualisation

- Statistical foundations & hypothesis testing
- Regression & predictive modelling
- Exploratory Data Analysis (EDA)
- Data visualisation & storytelling
- Visualisation Tools (Tableau), Python language

Product Marketing

- Market segmentation & positioning
- Value proposition & messaging
- Go-to-Market (GTM) strategy
- Growth marketing & demand generation
- Product marketing metrics (TTV, LTV)

Information Economics & Product Finance

- Pricing models & revenue strategies
- Customer acquisition cost (CAC)
- Network effects & platform economics
- Financial metrics
- Economics of digital markets

User Research using Qualitative Methods

- In-depth interviews & focus groups
- Ethnographic studies & observations
- Thematic coding & analysis
- Persona & journey map creation
- Empathy map

Innovation and Design Thinking

- Understanding complex social problems
- Applying systems thinking
- Using design thinking
- Understanding technological innovation
- Recognizing socio-spatial innovation

User Experience (UX)

- Quantitative Data Analysis
- User Research using Qualitative Methods
- Information Economics and Product Finance
- Product Marketing
- Software Product Management

Software Product Management

- Product vision & roadmapping
- Agile & lean product development
- Requirement gathering & prioritisation
- Fundamentals of APIs
- Product success metrics & KPIs

ELECTIVE SUBJECTS

1. An Introduction to Accessibility in the Global South
2. Technology Regulation and Law
3. Gender, Technology, Society
4. The City

PEDAGOGY

IIIT-B's pedagogy blends academic rigour with industry relevance. Students gain holistic skills through experiential projects, case analyses, and guided classroom interventions. The approach ensures graduates think critically, act decisively, and lead effectively in complex product and technology driven environments.

Blending creativity and strategy, IIIT-B's pedagogy equips students to solve complex design-management challenges.

CASE STUDIES

Engage with real world cases that challenge decision making in diverse industries, analyzing complex scenarios and evaluating trade offs to craft solutions that balance strategy, technology, and execution.

INDUSTRY INTERACTION

Regular sessions with industry leaders, guest talks, and mentorship bridge theory and practice. Students gain insights into current trends, challenges, and innovation strategies shaping the future of business and technology.

EXPERIENTIAL LEARNING

Apply classroom concepts in live projects, consulting assignments, and field immersions. This hands-on approach sharpens problem-solving, adaptability, and judgment in real business and technology contexts.

IN-CLASS INTERVENTIONS

Interactive role plays, debates, and workshops strengthen communication, teamwork, and leadership. These interventions foster collaboration and reflective learning, preparing students to excel in dynamic workplace environments.

Faculty Members

Regular Faculty



Amit Prakash (HOD)

FPM-Indian Institute of Management Bangalore, India

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Balaji Parthasarathy

PhD-University of California Berkeley, USA

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Jaya Sreevalsan Nair

PhD-University of California Davis, USA

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Srinath Srinivasa

PhD-Brandenburg Technical University, Cottbus

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T.K. Srikanth

PhD-Cornell University, USA

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V. Sridhar

PhD-University of Iowa, USA

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Sujit Chakrabarti

PhD-Indian Institute of Science Bangalore, India

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Chinar Mehta

PhD-University of Hyderabad, India

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Visiting Faculty



Rakesh Aggrawal

PM Consultant
(Ex. VP of Product Management - Khatabook)

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Arun Sreelalan Iyer

Head - Quantium
(Ex. Dy. National Head-Products- Bajaj Finserv)

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Shashi Prakesh

Principal Consultant
(PhD-BITS Pilani, India)

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Industry Interactions and Workshops



Batch of 2025-26

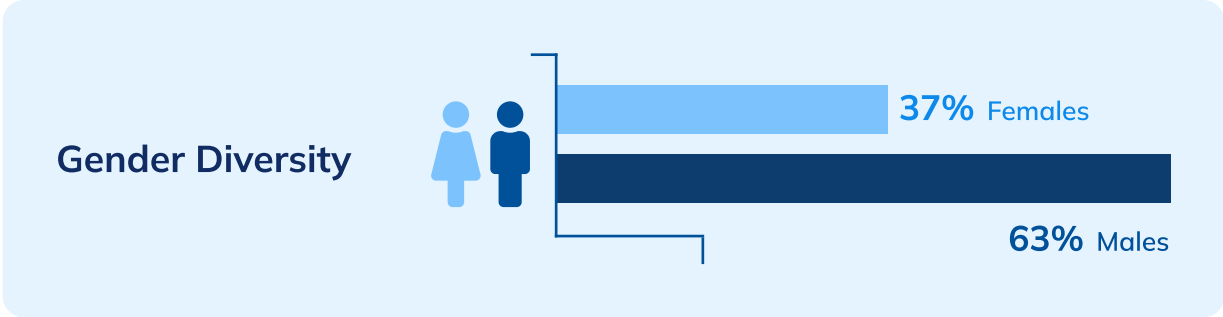
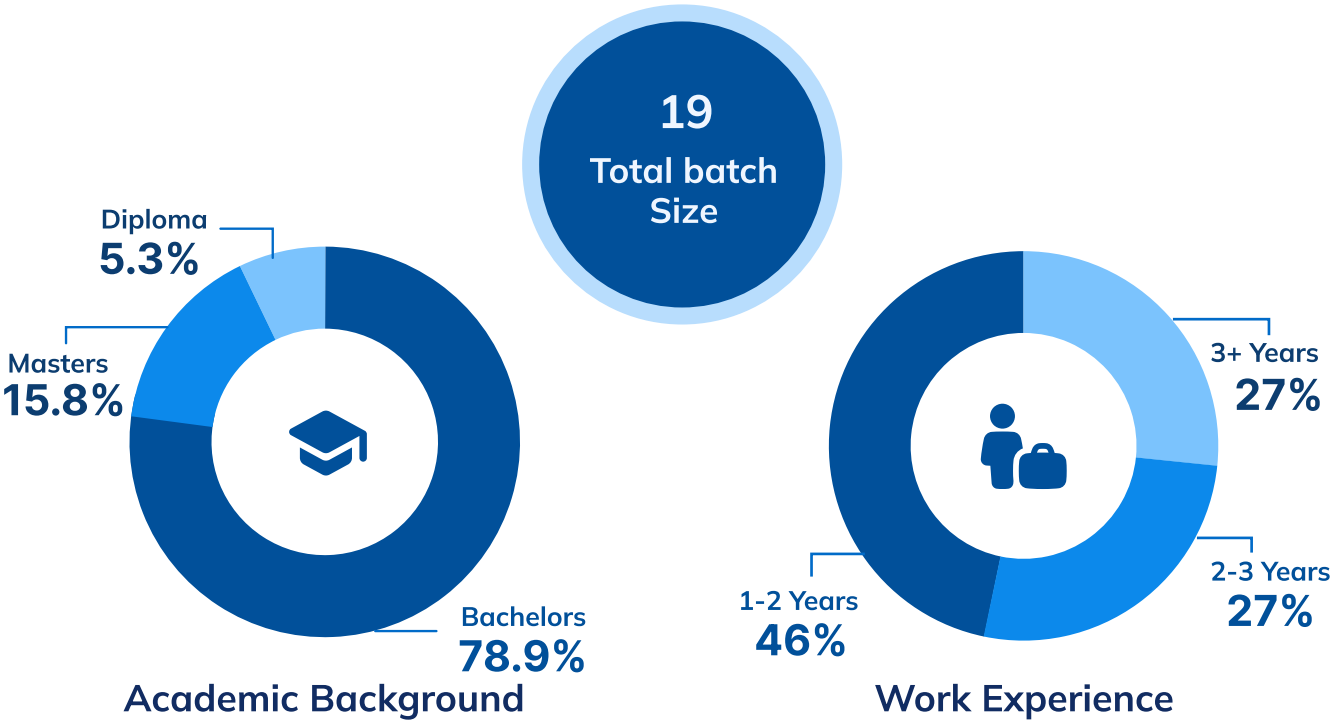


PRODSOLVE: Winners

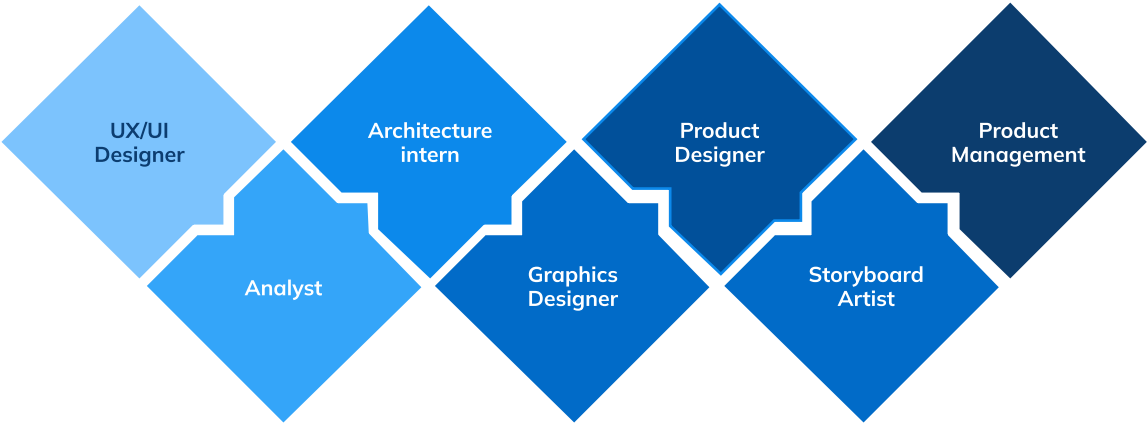


UXR Workshop with the head of UXR Flipkart : Achyutha Sharma

Batch of 2025-26



Past Experience



Ideal Roles

These are the roles you can potentially hire for - our graduates are not only trained in the fundamentals but also equipped with hands-on experience, industry exposure, and interdisciplinary expertise.

MARKETING AND MANAGEMENT



Product Manager



Product Analyst



Business Analyst



Product Market Management



AI Product Manager

DESIGN AND RESEARCH



Product Designer



UX/UI Designer



UX Researcher



AI Designer



Information Architect

IIIT-B has transformed lives directly and indirectly through its innovative pedagogy, impactful research, dedicated faculty, and a vibrant network of alumni driving change in industry.



Placement Process



Once a company expresses interest in campus recruitment, an official invitation is extended to participate in the placement drive. The organization is requested to complete a **Job Application Form (JAF)**, outlining details such as the job description, location, base compensation & CTC, eligibility criteria, etc.

The complete information is then circulated among eligible students, and they would apply for the job based on their interest and eligibility.



A compiled list of interested and eligible applicants, along with their CVs, is shared with the company for review and shortlisting.

The recruiting organization subsequently conducts its selection process which may include online tests, group discussions, technical rounds, and personal interviews.



After the final selections are made, the results are communicated to the placement office, and the selected students are marked out of the applicant pool to ensure a fair and efficient recruitment cycle.

Past Recruiters



Higher Education and Research Universities

