



**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 2024**

Programme Details

About the Programme

A one-year Post-Graduate Programme in Digital Product Design and Management (PGP-DPDM) is being introduced at IIT-B starting academic year 2024-25. This a full-time programme and will be delivered in an on-campus mode. PGP-DPDM builds upon IIT-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 are 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 2024 may also apply
- Candidates with a valid score in CAT 2023, CEED 2024, CUCET 2024 or CUET (PG) 2024 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 Highlights



Flexible Academic Approach



Distinguished Faculty Network



Globally Pertinent Research



Outstanding Peer Support



Resourceful Collaboration Opportunities



Inter-disciplinary Curriculum

Curriculum Structure

Programme Orientation (4 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)

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

Semester 2: 24 credits (3 core courses + 1 elective course + 4-month capstone project)

- Innovation and Design Thinking
- User Experience (UX)
- System Modelling and Design Patterns
- 1 Elective [tentative list: Accessibility and Inclusive Design; Entrepreneurship; Technology, Law and Public Policy; Software Production Engineering/ DevOps; Web Science and Cognitive Psychology]
- 4-month capstone project (March-June)



Master of Science (by Research)

Students who complete their PGP-DPDM 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 PGP-DPDM. 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 during 2024-25:

Amit Prakash

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

Balaji Parthasarathy

Professor
(PhD-University of California
Berkeley, USA)

Janaki Srinivasan

Associate 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 fee, as applicable for students to be admitted in July 2024, 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 PGP-DPDM 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.





Application and Admission Process

- Link for the online application form and other relevant guidelines will be made available on the IIIT-Bangalore website by 11th March 2024.
- 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 2023, CEED 2024, CUCET 2024 or CUET (PG) 2024 may 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

11th March 2024

Application portal opens

30th April 2024

Last date for submitting online applications

11th/ 12th May 2024

Online written test and personal interviews; candidates will also have an option to appear for the written test and interview in person at the IIIT-B campus

20th May 2024

Release of first list of selected candidates

27th May 2024

Payment of confirmation deposit by the candidates selected in the first list

28th May 2024

Release of second list of selected candidates, if required

4th June 2024

Payment of confirmation deposit by the candidates selected in the second list

1st July 2024

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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