MASTER OF BUSINESS ADMINISTRATION WITH SPECIALISATION IN PRODUCT MANAGEMENT 2024-2026

HSB Hari Shankar Singhania School of Business

A letter from our chairman

Dear Future HSBian,

The most valuable people in great organisations are managers with a deep understanding of technology and great business leadership.

My conversations with many such outstanding people have led me to uncover the key capabilities that drive value and help them succeed in the dynamic organisations of today.

I see that there is clearly a lot of value in having a good foundation in technology. However, the ability to combine management skills with a tech foundation to lead products, most of which have embedded technology, seems to be the differentiator.

Some picked it up by trial and error, on the job, over the years, while others were lucky to find a mentor.

From my experience, I can safely and sadly admit that true tech-based leaders are the rare outliers who have successfully bridged the technology and management divide.

We need more such managers, and now.

I hear this from other industry leaders, and it can be seen in how they're hiring and investing.

You have a place in the leadership of today's companies. But there is a gap to be closed. That is to combine your STEM background with a solid education in business and leadership.

An integrated product management (PM) education will fill that gap. But PM education is under-served by established institutions and online alternatives.

That's why HSB exists.

It's designed to transform technologists like you into leaders. The curriculum and experience of our two year, fully residential MBA—a national first—will give you the skills and confidence you need to build and lead products, and thus businesses into the future.

It is the best sailors who make the best captains. I welcome you to learn to sail these seas of change.

Bharat Hari Singhania

Chairman
JK Organisation

The Product Management Advantage

Product management is the fastest growing profession of the 21st century

15-20% YOY growth
in demand for product managers

₹15-30 LPA
for entry level product managers in India

In top 5 jobs in US
as per Glassdoor in 2020

In top 10 jobs globally
for Indians looking to work overseas

Career roadmap and salaries in product management

PRODUCT MANAGEMENT is a broad and deep skill. It is valued and essential for the tech-driven future of businesses. Product managers are strong value drivers in business of all types and sizes.

Business leaders recognise the immense value of quality product leadership, and a trained product manager's growth within organisations is fast and well rewarded.

According to Jobted, the average salary for a product manager is around 246% higher than the national average salary in India.

A product manager is essentially a mini CEO. As a product manager, you have full ownership of your product to plan, execute, and drive ideas. It is this combined understanding of technology and business that can give you a competitive advantage.

It is also the perfect starting ground for future leaders. The leaders of Google, Microsoft, and Zomato started their journeys as product managers.

Chief Product Officer

Represents the product in the boardroom; manages cross functional teams & strategy

₹100–400 LPA

VP of Product

Oversees development and success of products

₹70–100 LPA

Director of Product

Optimises product features at scale; develops product roadmap and releases schedule

₹40–100 LPA

Senior Product Manager

Defines goals for different product teams; ensures product market fit

₹20–40 LPA

Product Manager

Identifies end user needs; aligns needs with business objectives

₹15–30 LPA

Set yourself apart in today's tech-first business world

THE HSB MBA is built to answer today's business challenges. It will develop product as well as business skills on top of your technical abilities. The programme will train you to develop market winning products and turn you into a big value driver within your organisation.

> **The HSB MBA will be a dual participant representing the product in the boardroom and the customer in the tech teams.**

You will ensure no loss in translation of goals, values, and business objectives. Naturally, these critical skills translate well into future leadership roles.

"The software product management (SPM) role is pretty well established in software organisations. The role is now getting established in more and more industries. They are realising that software is becoming the no. 1 value driver in their products."

Hans-Bernd Kittlaus

Chairman, International Software Product Management Association

The Unique HSB Experience

India's only fully-residential two-year MBA with Product Management specialisation

Fully-residential
2 year MBA programme at JKLU campus, Jaipur

Interdisciplinary
learning with Technology, Design, and Management Institutes on campus

30 minutes
drive from Jaipur's city center buzzing with city life

30 acres
of campus with open spaces

15+ student clubs
for activities, interests, and networking

Two-year on-campus advantage

CURRENTLY, most product management education is offered as short-term courses, often online. Even B-schools reduce it to a module or two. Both options fall way short of a complete training for a role as critical as product leadership.

HSB recognises this gap. The HSB MBA is an immersion into the discipline of product management with a two-year fully-residential MBA.

The HSB style of management education, with its preference for learning by doing as opposed to the norm of learning to do, intends to effect a mindset shift in how we produce management talent for the new economy.

It brings you the rigour, structure, and peer-based learning needed to become a formally trained product leader.

"Some 15-30 years back, it was said every board should have a chartered accountant from a risk perspective. Now, you need a digital product manager on every board, because they have a digital manifestation and engagement with customers."

Haragopal Mangipudi

Global Board Member, ISPMA
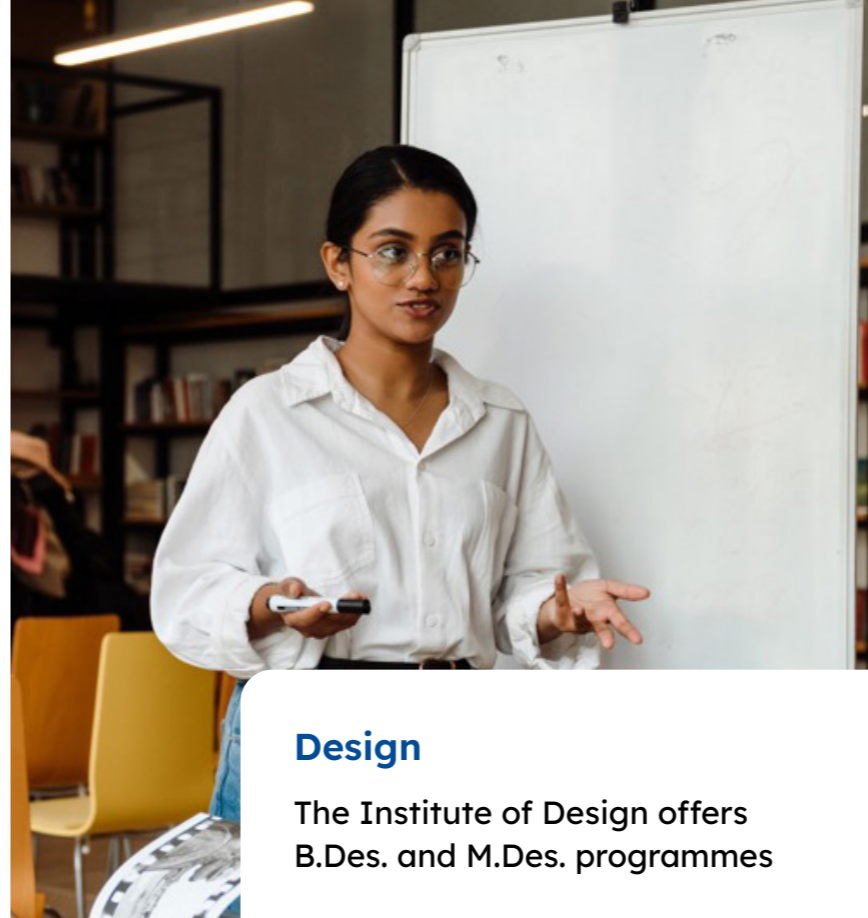Former Head, Infosys Finacle

Integrate technology, design, and business at the JKLU campus

HSB IS LOCATED inside the JK Lakshmipat University campus that houses three other schools dedicated to technology, design, and business. This unique configuration fosters interdisciplinary instruction in the classroom and peer-to-peer learning. Meet minds with different perspectives and establish relationships that last through your career.

Networking across disciplines is a major advantage and the JKLU campus enables this for each student. Many great ideas were born out of interdisciplinary collaboration.
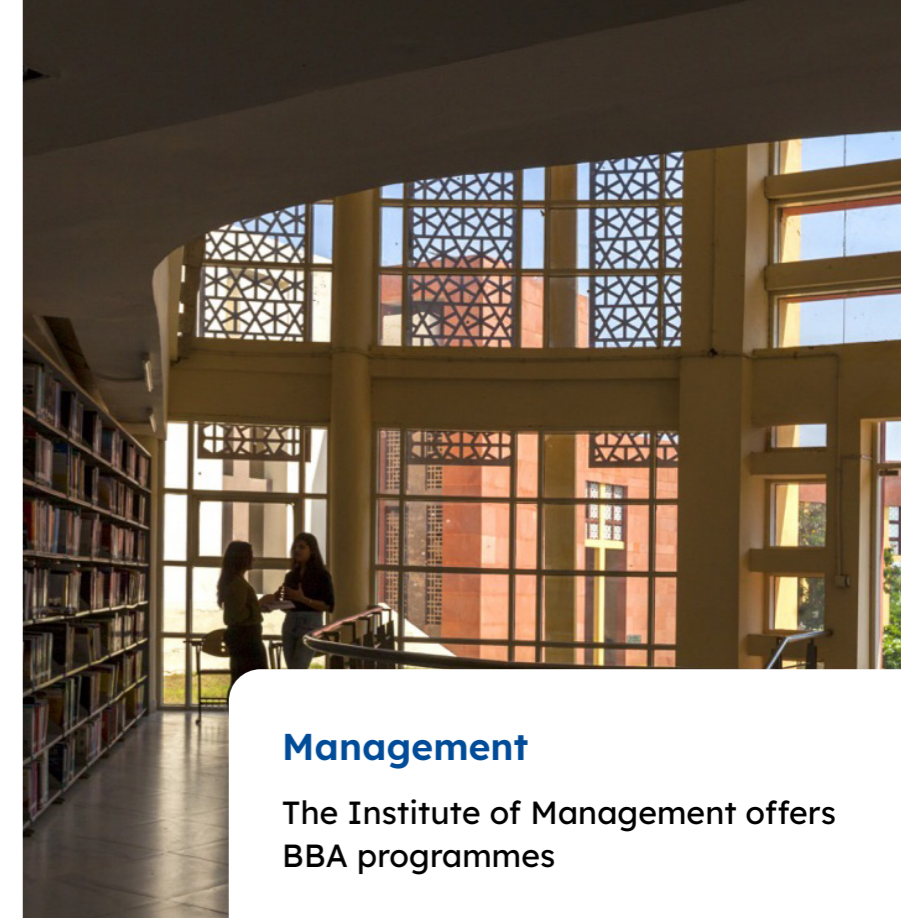
Clubs and Communities

As part of our 2-year MBA program, you can join, lead as well as initiate various clubs and committees catering to your diverse interests in professional, educational and social domains. Whether it's career advancement, community service, sports and fitness, or pursuing a startup, your opportunity to expand the horizon awaits at HSB.

Design

The Institute of Design offers B.Des. and M.Des. programmes

Management

The Institute of Management offers BBA programmes

Engineering

The Institute of Engineering and Technology offers B.Tech., M.Tech., and PhD programmes

Curriculum and Faculty

A sound MBA programme with the product difference, guided by leaders and doers

2 years, 6 terms
of a fully-residential MBA programme

200 hours
teaching-learning per term

40-60 students
per batch

20 core courses
as part of curriculum per year

ISPMA-certified
and globally-recognised DPM curriculum

3-track learning
in Product Management, General Management, and Leadership

15+ global companies
for assured internships and placements

Internationally reputed
visiting faculty from top IIMs and overseas institutions

3-track learning programme

GENERAL MANAGEMENT, PRODUCT MANAGEMENT, AND LEADERSHIP are the three specialised yet interconnected ingredients of our MBA. Projects and internships involve all three tracks; yet each track receives its own dedicated attention.

General Management Track

Imparts business, marketing, and financial management skills taught by pedigree faculty from top IIMs and B-Schools.

Product Management Track

Reputed international faculty and domestic practitioners teach you ISPMA-certified Digital Product Management course with features such as:

Learn-Apply-Build through assignments using the virtual lab that houses the latest softwares & tools.

Build Your Own Product by collaborating with CS and Design students to create an MVP in response to a problem statement.

Integrating Technology-Design-Business in a unique convergence of streams reflected in the course structure.

Leadership Track

30 teaching hours per semester with a focus on **Think, Communicate, and Lead**

Think focuses on critical thinking and analysis, creative reasoning, and powerful questioning.

Communicate focuses on effective verbal communication, public speaking, and persuasive writing.

Lead focuses on stakeholder management, team management, productive teamwork, self leadership, courageous conversations, and emotional intelligence.

Estimated time breakup in hours

Year 1
- Summer Internship - 60 hours
- Leadership - 90 hours
- Product Management - 230 hours
- General Management - 250 hours

Year 2
- Leadership - 90 hours
- Product Management - 210 hours
  - Startup bootcamp - 15 hours
  - Live project with startups - 150 hours
- General Management - 230 hours

Academic calendar 2024–26

Year 1 Highlights

July 2024 to March 2025

Focus on in-class concept building across general management, product management, and leadership tracks

- ISPMA-certified Digital Product Management course

- Design Thinking, UI/UX and Integrating Technology, Design, and Business as core courses reinforce HSB's focus on applied learning

Year 2 Highlights

June 2025 to March 2026

Focus on experiential learning in collaboration with corporate partners

- 2-month summer internship with large enterprises

- 4-month full-time live project course with startups

TERM 1 | **TERM 2** | **TERM 3** | | **TERM 4** | **TERM 5** | **TERM 6**

GENERAL MANAGEMENT TRACK

TERM 1	TERM 2	TERM 3	SUMMER INTERNSHIP	TERM 4	TERM 5	TERM 6
Financial Reporting & Analysis	Marketing - II	Data Visualisation & Storytelling		Foundation of e-commerce	Consumer Behaviour	Corporate Law
Business Statistics	Business Strategy - I	Qualitative Analytics for Business Managers			Advertising and Brand Management	Building an e-commerce Business
Marketing - I	Intro to Micro Economics	Business Strategy - II			Leadership and Change Management in Organisations	Developing a Business Plan
Market Research Methods		Operations Management				M&A, Valuation, and PE
Design Thinking		Intro to Macro Economics			Supply Chain Management	Competition and Strategy
Introduction to UI/UX						
Digital Marketing						

PRODUCT MANAGEMENT TRACK

TERM 1	TERM 2	TERM 3	SUMMER INTERNSHIP	TERM 4	TERM 5	TERM 6
Product Management *Foundation, Product Strategy, Product Planning*	Product Management *Strategic Management of Products, Orchestration of Organisation, PM for Startups*	Integrating Technology, Design and Business		Startup Bootcamp	Digital Transformation	Appreciation of Product Design (Bootcamp)
Managerial Computing	Domain specific PM Workshops *Generative AI, Banking, Gaming, Innovation, D2C*	Professional Scrum Product Owner (PSPO) Certification			Domain Specific PM Workshops *E-commerce, HealthTech, FinTech, B2B*	Deep Tech & PM (Taught in Metaverse)
Coding *SQL and Python*				4-month live project with startups		
Introduction to Organisational Behaviour	Preparation for PSPO Certification					

LEADERSHIP TRACK

TERM 1	TERM 2	TERM 3	SUMMER INTERNSHIP	TERM 4	TERM 5	TERM 6
Think-Communicate-Lead (TCL-1)	TCL-2	TCL-3		TCL-4	TCL-5	TCL-6
▪ *Thinking Critically*	▪ *Generative AI in Business Writing*	▪ *Teamwork*		▪ *Courageous Conversations*	▪ *Ethics in Business*	▪ *Personal Brand Building*
▪ *Problem Solving with MECE*	▪ *Managing and Leading Self*	▪ *Business Writing Lab*		▪ *Public Speaking*	▪ *Stakeholder Management*	▪ *Authentic Leadership*
▪ *Speaking Effectively & Storytelling*	▪ *Understanding Preferences*	▪ *Perspective Series*		▪ *Perspective Series*	▪ *Influencing Others*	▪ *Placement Preparation*
▪ *Professional Etiquette & Excellence*	▪ *Internship Preparation*				▪ *Meeting Management*	

2024 | **2025** | **2026**

JUL · AUG · SEP · OCT · NOV · DEC · JAN · FEB · MAR · APR · MAY · JUN · JUL · AUG · SEP · OCT · NOV · DEC · JAN · FEB · MAR

Elite academic faculty and governing council

Faculty

The HSB faculty comprises of over 20 leading international and national academicians and practitioners, both resident and visiting. They've been specifically selected for general management and product management tracks.

Governing Council

The HSB governing council comprises of academic leaders, industry veterans, and management gurus with decades of experience at top positions in corporate, academic, and government organisations.

Prof. Shailesh Gandhi
Finance

- Pro-Chancellor, IILM
- Formerly: Dean, IIM Ahmedabad; Chairperson of PGP and PGPX programmes, IIM Ahmedabad

Prof. Rakesh Basant
Technology, Design and Business

- Professor, IIM Ahmedabad
- Chairperson, CIIE, IIM Ahmedabad

Prof. Rajiv Srivastava
Operations Management

- Adjunct faculty, IIM Lucknow, NIIE
- Formerly: Faculty, State University of New York at Buffalo

Hans-Bernd Kittlaus
Product Management

- CEO, InnoTivuum
- Chairman, ISPMA
- Author, ISPMA Study Guide
- Formerly: Head of SPM, IBM

Harsh Pati Singhania
Pro Vice Chancellor, JKLU

- Vice-Chairman & Managing Director, JK Paper Ltd.
- Director, J.K. Organisation

Dr. Pramath Raj Sinha
Member, Board of Management, JKLU

- Founding Dean, ISB Hyderabad
- Founder & Chairman, Board of Management, Ashoka University
- Founder & MD, 9.9 Group

Sujit Kumar
Director, HSB

- Founding MD of Sony Pictures
- Visiting Faculty of Strategy, IIM Ahmedabad & IIM Bangalore

Dr. Dheeraj Sanghi
Vice Chancellor, JKLU

- Formerly: Dean, Academic Affairs, IIIT Delhi; Professor, IIT Kanpur; Director, LNMIIT, Jaipur & Punjab Engineering College

Assured internships and placements at leading companies

TRAIN AND WORK with companies that have built industry-defining products. We have collaborations and assurances from leading enterprises in every sector of our economy.

"Recently, I asked my PGP students what they are looking for in placements, almost 70% said product management. It's the highest paying job, almost. Data science has been called the sexiest job of the 21st century, but I think it's being slowly replaced by product management."

Spurthy Dharanikota

Assistant Professor
Information Systems, IIM Bangalore

Tech Mahindra

MAX HEALTHCARE

ellucian

Netcore

DocuX

Mahindra

VENDEKIN
VENDING.NEXT

InvoLead

IPG
AUTOMOTIVE

SPACE 2 GROW
IMPACT ACCELERATED

upGrad

exotel

RoshAi®

HEADS UP FOR TAILS
EST 2008

wooqer

JAVIS

OnlineSales.ai

KROOZZ

List of corporate partners on-boarded for summer internship with large enterprises and long duration live project with startups

Admissions and Eligibility

At HSB, we welcome individuals with a bent for technology

₹24.5 lacs
programme fee

Minimum 60%
score in 10th, 12th, and graduation

October 2023
admissions open

July 2024
course starts

HSB's financial aid policy offers generous merit & need based financial aid. For more details, refer to our website.

Eligibility and requirements

You must have

Bachelor's degree with minimum 60% marks or equivalent grade (along with transcripts from universities attended)

Test score from CAT, XAT, GMAT, GRE or the HSB Test

School marksheets with minimum 60% marks in class 10th and 12th

Upto 4 years of work experience

Good to have

Bachelor's degree in a STEM field

Good written and verbal communication

We need from you

Statement of purpose telling us your career path, goals, and the driving force behind pursuing this programme

Resume with your credentials and work experience

Key Dates

15th Oct 2023	Applications open
31st Dec 2023	Round 1
31st Mar 2024	Round 2
31st May 2024	Round 3
1st Jul 2024	Course starts

Application process

01

Online Application

Submit the form along with necessary documents and a valid photo ID

02

Test Score Submission

Submit your CAT, XAT, GMAT or GRE scores. If any of these scores are unavailable, you may apply for the HSB entrance test

03

Shortlisting

Our team will review and shortlist your application based on your submissions

04

Personal Interview

If shortlisted, you will be invited for a personal interview round

05

Offer of Admission

If selected for admission, you will be intimated and given a **period of 7 days to accept the offer**

Refer to the website for more details

Get in touch

Campus and Admissions Office

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HSB **Hari Shankar
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