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"To look at the molecular level, you need a more sophisticated light, like a laser, to excite the molecules. And then, based on the light reflected in different wavelengths, you can derive information about the molecules," Murthy says. In semiconductor fabrication, where you do atomic-level assembly, Murthy's technology is used to look at the molecular reactions in realtime in order to control the process to get better yield, throughput, and quality. "Normally it's done by controlling flow, pressure and temperature. But you may not be able to control those perfectly. You should be looking directly at the molecules, instead of using second order controls," he says.

Also, unlike conventional technology, which focuses on only the molecules of interest for cost and time reasons, digital techniques like those of Atonarp can easily capture and store information about all molecules. So, if someone takes multiple blood tests over years, you can go back in time to check out markers for diseases that were not previously focused on, and look at their progression. Murthy's success has come partly from his ability to combine unique talents in Japan, India and the US. Japan, he says, is a great place to do anything that is highprecision, high-tech. "US is where you want to do the most advanced, cutting-

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# AI is shaping the future of product management: Bridge the skill gap with ISB Executive Education's Product Management Programme

SPOTLIGHT / Updated: Jan 6, 2025, 15:40 IST

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According to Gartner, 80% of emerging technologies will be built on AI foundations by 2025\*, and product managers are at the centre of this transformation. As AI applications grow, so does the complexity of product development and management.

Integrating Artificial Intelligence (AI)

into product management is a revolution of our times. Product managers are expected to make data-driven decisions, enhance product performance using AI and Generative AI tools, and ensure seamless integration across the product lifecycle. However, there is a growing shortage of professionals who possess both product management expertise and AI capabilities, creating a significant skills gap in the industry.

Recognising this urgent need, ISB Executive Education has designed an advanced [Product Management programme](https://online-er.isb.edu/product-management/index.php?utm_source=timestoi&utm_medium=affiliate&utm_campaign=times%20to%20article%20spotlight) ([https://online-er.isb.edu/product-management/index.php?utm\\_source=timestoi&utm\\_medium=affiliate&utm\\_campaign=times to article spotlight](https://online-er.isb.edu/product-management/index.php?utm_source=timestoi&utm_medium=affiliate&utm_campaign=times%20to%20article%20spotlight))

that uniquely blends core product management skills with in-depth AI knowledge.

This programme aims to bridge the skills gap, equipping professionals to master AI-enabled product development. With a focus on delivering a comprehensive toolkit for managing products in today's tech-driven landscape, this programme prepares product managers to lead the future of innovation with confidence and expertise.

The Product Management programme offers a balanced curriculum that covers essential product management techniques from ideation to launch while diving deep into AI and GenAI applications. From understanding AI applications to using AI-driven data analytics for customer insights, the programme ensures that participants are prepared to manage products of the future.

## How does this programme stand out?

The ISB Executive Education's Product Management programme is unique in how it integrates AI into its curriculum. The features of this course are:

**AI-powered product management:** Discover the [application of AI and Generative AI](https://online-er.isb.edu/product-management/index.php?utm_source=timestoi&utm_medium=affiliate&utm_campaign=times%20to%20article%20spotlight) ([https://online-er.isb.edu/product-management/index.php?utm\\_source=timestoi&utm\\_medium=affiliate&utm\\_campaign=times to article spotlight](https://online-er.isb.edu/product-management/index.php?utm_source=timestoi&utm_medium=affiliate&utm_campaign=times%20to%20article%20spotlight)) in product management, from market research and roadmaps to customer engagement and data analytics.

**Expert-led masterclasses:** Learn from leading product managers at top Indian startups like Flipkart, Swiggy, and Paytm through exclusive masterclasses in the form of live classes and recorded sessions.

**Hands-on projects:** Participants will have the opportunity to work on real-world challenges, creating product roadmaps, improving analytics, and translating user research into product design.



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**Industry-leading tools:** Participants will work with cutting-edge product management tools that are widely used. Whether AI-driven analytics platforms or agile product development software, the programme ensures that learners are proficient in industry relevant product management tools ([https://online-er.isb.edu/product-management/index.php?utm\\_source=timestoi&utm\\_medium=affiliate&utm\\_campaign=times\\_toi\\_arti](https://online-er.isb.edu/product-management/index.php?utm_source=timestoi&utm_medium=affiliate&utm_campaign=times_toi_arti)) like Asana, Figma, SQL, and more to build better products efficiently.

**Comprehensive case studies:** The course includes detailed case studies from companies like Airbnb, Unsplash, and Tinder, highlighting their AI-enabled product management strategies.

**Networking:** Participants get to be part of ISB's exclusive executive network so that they can gain insights from experienced peers and experts and network with like-minded professionals.

### **The edge that ISB Executive Education offers**

Ranked #1 B-school in India and #5 in Asia (FT Global Ranking 2024), ISB Executive Education is synonymous with excellence. ISB's strong reputation as a leader in business education is a significant advantage for participants in this programme. Known for its globally renowned faculty, ISB provides a learning experience rooted in practical insights and industry relevance. Participants will also benefit from ISB's Executive Network, which opens doors to new opportunities and career growth in the product management field.

ISB's Executive Education programmes offer an innovative curriculum and high-impact learning, enabling you to apply new skills in real-world scenarios. By joining the Product Management programme, you'll gain cutting-edge AI knowledge, access globally renowned faculty, and connect with a global network, equipping you to lead in AI-driven product management.

### **What do the past participants say about the programme?**

*Ayushi Joshi, Business Analyst - HSBC Technologies India, shares, "It was an exceptional learning experience on several product management modules*



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Naveen Krishnamurthy, Senior Product Line Manager - VMWare, says, "Thanks to all my professors and classmates from varied backgrounds for making this insightful, exciting, and enlightening experience."

Vishal Nihalani, Product and Partnerships – Axis Bank, shares, "All the support received from mentors and peers with different concepts spread well over weeks and properly taught by all instructors adding to one another without any repetition. Really loved the sessions."

### Who should enrol?

ISB Executive Education's Product Management programme is designed for:

**Aspiring product managers:** Individuals looking to transition into product management and build a strong foundation.

**Mid- and senior-level managers:** Professionals who want to manage products from conception to execution and measure performance for profitability.

**Entrepreneurs & business leaders:** Executives who want to drive product-focused decision-making and spearhead innovative strategies.

### Programme details to note

**Duration:** 16 weeks (4-6 hours per week)

**Start date:** 13 February 2025

**Programme fee:** ₹1,54,000 + GST (Flexible payment plans and financing options available)

**Exclusive benefit:** Limited time 5% enrolment benefit available.

**Eligibility:** Any graduate or diploma holder with a passion for product management.

The future of product management is increasingly AI-driven, and ISB Executive Education's Product Management programme equips you with the skills to navigate this changing landscape. The programme combines practical insights from industry leaders with a focus on real-world application, helping you enhance your expertise or transition into a new role in product management.

Visit the [programme website \(https://online-er.isb.edu/product-management/index.php?utm\\_source=timestoi&utm\\_medium=affiliate&utm\\_campaign=times\\_toi\\_article\\_spotlight\)](https://online-er.isb.edu/product-management/index.php?utm_source=timestoi&utm_medium=affiliate&utm_campaign=times_toi_article_spotlight)

to learn more about the programme.

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Reference/s:

\* <https://www.gartner.com/en/newsroom/press-releases/2023-10-11-gartner-says-more-than-80-percent-of-enterprises-will-have-used-generative-ai-apis-or-deployed-generative-ai-enabled-applications-by-2026>



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# Dr Reddy's gets USFDA nod for Lenalidomide

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Hyderabad: Pharma major Dr Reddy's Labs on Tuesday informed the bourses that it has received US Food & Drug Administration (USFDA) approval for its abbreviated new drug application (ANDA) for Lenalidomide capsules in 2.5mg and 20mg strengths and tentative approval for 5mg, 10mg,

15mg and 25mg strengths. Lenalidomide is a generic version of Celgene's Revlimid that is used to treat multiple myeloma. Dr Reddy's had entered into a settlement agreement with Celgene, a wholly owned subsidiary of Bristol Myers Squibb, in September 2020 that gave it the licence to sell volume-limited amounts of generic Lenalidomide cabsules in the US beginning on a confidential date after March 2022, subject to regulatory approval. As part of the settlement, Dr Reddy's has also been licenced to sell generic lenalidomide capsules in the US without volume limitation beginning on January 31, 2026.

Vera Clinics to invest \$15 million in first phase of rural healthcare venture: Vera Clinics, an arm of Hyderabad-based Vera Smart Healthcare, on Tuesday said that it has signed a definitive agreement with various medical institutes in Telangana for setting up health access points with facilities such as smart clinics, mobile units, door-to-door, smart health transport and multi & super speciality hospitals access, catering to rural populations in and around a 300-km radius of these institutes. Vera Clinics founder CEO Dharma Teja Nukarapu said in the initial rollout phase the company will be investing \$15 million as part of the collaboration that will be implemented over a period of two years.

Practically, IITB to host Olympiad At Eureka! Junior 2021: Hyderabad-based edtech player, Practically, on Tuesday said it has tied up with the student-run Entrepreneurship Cell (E-Cell) of the Indian Institute of Technology Bombay (IITB) for the fifth edition of Eureka! Junior, a business plan competition for school students of classes 6 -12 across India. The fifth edition of Eureka! Junior will host the National Entrepreneurship Olympiad on Practically's test platform on October 31, 2021.



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