



jaro education



# Curated for Corporate Leaders

Professional Certificate Programme in

## Advanced Management

IIM Kozhikode

Batch- 02

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# Accelerated Growth Opportunities

“Record surge in C-suite hiring as India Inc recovers from Covid-19 pandemic impact. Executive Search firms expect close to 50-100% growth in hiring over last year and would overtake pre-Covid levels of 2019 by 20-40% this year. According to these firms, senior-level hiring can be attributed to multiple factors. The key reasons at play here are pent-up demand, enhanced investment environment, expansion and capacity augmentation plans of companies along with a pick-up in domestic demand and rapid digitalisation.”

Source: Money9

**29,50,250/year** ▼

Avg. Base Salary (INR)

10%  
INR 487k

MEDIAN  
INR 3m

90%  
INR 10m

The average salary for a Chief Executive Officer (CEO) is INR 29,50,250.

Source: PayScale



## Programme Overview

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Unearth the nuances of the new 12 months Professional Certificate Programme in Advanced Management from premier top-ranked B-School, IIM Kozhikode. This interdisciplinary programme is suitable for working professionals who want to elevate in leadership positions or change their career trajectory.

A hallmark of IIM Kozhikode- Professional Certificate Programme in Advanced Management benchmarks the world's best pedagogy and course modules that have been handpicked to suit the changing times. This interdisciplinary programme will help the participants to develop a conceptual understanding about dynamic management practices. They will learn from eminent IIM Kozhikode's faculty members and prominent practitioners working across different sectors across the globe. A special module to work on combating the individual and team anxiety in the trying times.

Transcend boundaries to acquire a new age education foundation with rigorous curriculum that has been curated to combine theoretical concepts with practical applications — value added to learners.

**To capture promising frontier of opportunities, start your learning journey with IIM Kozhikode- Professional Certificate Programme in Advanced Management.**



## Redefining Excellence with Holistic Pedagogy

- The pedagogy for IIM Kozhikode: Professional Certificate Programme in Advanced Management has been curated to combine theoretical concepts with practical applications.
- Learners would be introduced to multiple learning media such as case study, exercises, simulations and classroom activities.
- This interdisciplinary programme has a rigorous curriculum— ensuring quality pedagogic practices, innovation and business education.

## Key Takeaways



Certification of Completion of IIM Kozhikode



Executive Alumni Status - IIM Kozhikode\*



Hands-on experience on Capstone Projects



Study with eminent IIM Kozhikode's Faculty



Convenient Direct to Device [D2D] learning



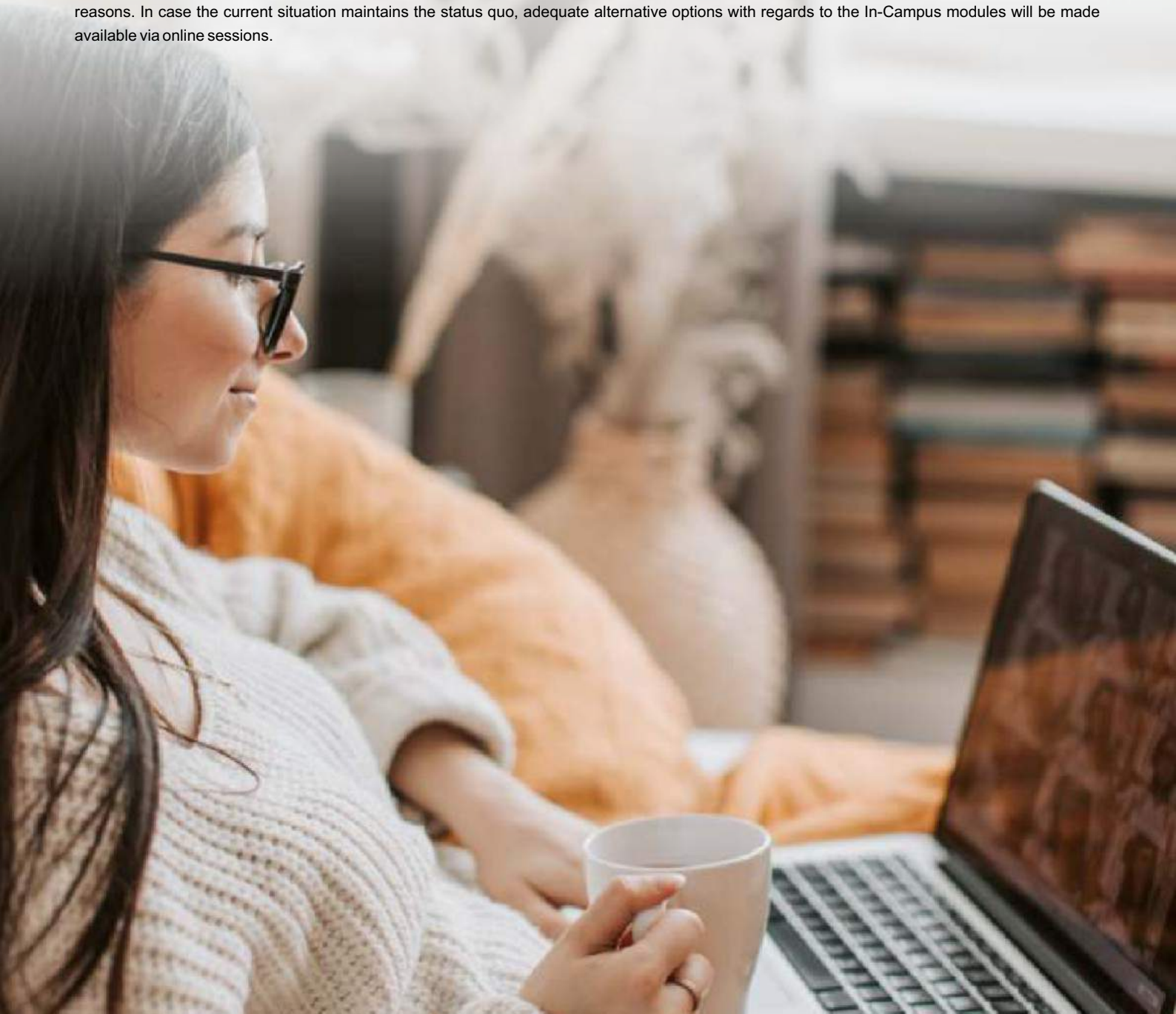
Rigorous pedagogy filled with real-world case study and simulations

\*The executive alumni benefits are subject to the discretion of IIM Kozhikode.

# Programme Delivery

Key Insights	
<b>Duration</b>	12 Months
<b>Programme Start Date</b>	28/05/2022
<b>Batch</b>	Batch 02
<b>Mode</b>	Direct to Device
<b>Class Schedule</b>	Saturday - 6:00 p.m. to 9:00 p.m.
<b>In-Campus Module</b>	for a duration of 2 Days*

\*The In-Campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the current situation maintains the status quo, adequate alternative options with regards to the In-Campus modules will be made available via online sessions.



# Assessment, Evaluation & Eligibility Criteria

## Assessment & Evaluation

- The evaluation methodology is the discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments, and any other component as decided by the faculty.
- A minimum of 75% attendance is a prerequisite for the successful completion of this programme.
- The participants will have to secure the minimum pass marks in the evaluation components specified by the faculty.
- Participants who successfully complete the same and satisfy the requisite attendance criteria will be awarded a Certificate of Completion.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation Certificate.
- IIM Kozhikode- Advanced Management programme may require participants to work on individual/group assignments and or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning of the programme to actual organizational decision scenarios.

### Eligibility Criteria

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognised international universities) in any discipline
- Candidate should have a minimum of 6 years of work experience after graduation
- Selections will be based on detailed candidate profiles, written and shared by candidates elaborating his/her Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme".

# Explore the Programme Content

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The programme consists of 12 modules and a capstone project of 15 hours.

The Programme Content consists of the following:

**1**

## **Business Economics**

- o Microeconomics
- o Business environment
- o Macroeconomics

**2**

## **Supply Chain Management**

- o Fundamentals of Supply chain management
- o Demand and supply planning
- o Inventory management
- o Optimization

**3**

## **Managing Organizational Change**

- o Organizational change – factors and outcomes
- o Planning an organizational change
- o Becoming Change agents

**4**

## **International Business**

- o Mode of entry into international markets
- o International ethics
- o International structure and operations
- o Legal, political and social context of international business

**5**

## **Corporate Finance**

- o Investment Criteria and Capital Budgeting
- o Working Capital Management
- o Introduction to Valuation and Value Drivers
- o Mergers, Acquisitions, and Divestitures with Financial Implications
- o Strategic Business & Risk Analysis





6

## **Business Analytics, AI & ML for Decision Making**

- o Introduction to Business Analytics
- o Significance of Artificial intelligence in business
- o Decision making in the age of machine learning and deep learning

7

## **Product & Brand Management**

- o Product life cycle
- o Product positioning
- o Branding and brand positioning
- o Brand loyalty

8

## **Marketing in a Digital World**

- o Digital advertising
- o Social media and branding
- o Analytics in Marketing

9

## **Business Communication**

- o Art of verbal and non-verbal communication
- o Harnessing the skill of effective listening
- o Effective written communication
- o Art of persuasion
- o Cross-cultural communication

10

## **Strategic Human Resource Management**

- o Human Resources as a source of competitive advantage
- o Recruitment and Selection
- o Performance Management
- o Compensation, Rewards and Recognition
- o Coaching, Mentoring, Learning and development

11

## Corporate Strategy, Ethics & Governance

- o Introduction to corporate governance
- o Top management teams and governance
- o Business ethics and corporate sustainability

12

## Leadership and Group Dynamics

- o Leadership
- o Change Management
- o Resolving Team Conflicts

13

## Capstone Project



# Certification & Executive Alumni Status



*Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

- Upon completing the required criteria, participants will be accorded with prestigious Executive Alumni Status from IIM Kozhikode\*
- Participants on successful completion will receive a “Professional Certificate in Advanced Management” by IIM Kozhikode.
- The participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion'
- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a 'Participation Certificate'.

*\*The executive alumni benefits are subject to the discretion of IIM Kozhikode.*

## Fees & Installment Pattern

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Fee Structure	
Application Fee	₹ 2,000/- + GST
<b>Total Fee</b> (excluding application fee)	<b>₹ 3,66,000/- + GST</b>

Installment Pattern	
Initial Fees	₹ 1,10,000/- + GST
Installment 1 (August 10 <sup>th</sup> , 2022)	₹ 80,000/- + GST
Installment 2 (November 10 <sup>th</sup> , 2022)	₹ 80,000/- + GST
Installment 3 (February 10 <sup>th</sup> , 2023)	₹ 96,000/- + GST

# Programme Chair's Profile

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## Deepa Sethi

**Dr. Deepa Sethi** is Professor, Business Communication and Chairperson of PGP Liberal Studies & Management at Indian Institute of Management Kozhikode. With more than 15 years of teaching, research and consulting experience, she specializes in business communication, soft skills, social media communication, HR communication, advanced corporate communication and cross cultural communication. She has published in high impact factor ABDC A\* and A ranked journals including International Journal of Information Management, International Journal of Hospitality Management, International Journal of Human Resource Management, Journal of Global Information Management.

Prof. Sethi has been trained in 'Participant-centred Learning' at Harvard Business School. She is the recipient of the prestigious "Prof. Indira Parikh 50 Women in Education Leaders Award" in 2019. She has authored a book, "Impactful Communication: Communicate to Conquer" published by Sage Publishers.



## Prantika Ray

**Dr. Prantika Ray** is an Assistant Professor at the Indian Institute of Management, Kozhikode. She is one of the only nine global awardees of the prestigious Paul R. Lawrence Fellowship at the North American Case Research Association 2021. She has earned her PhD (fellow) in management from the Human Resources Management (HRM) from the esteemed Indian Institute of Management Ahmedabad. She has developed and taught several courses to post graduate students across various institutes.

She is also involved in training working executives and senior leaders across eminent organizations in reputed multinational companies. She has worked in various capacities in multiple consulting assignments in public-sector and private-sector companies across the globe. She has published in reputed peer reviewed journals like International Journal of Knowledge Management, Journal of Global Mobility, Indian Journal of Industrial Relations and Human Resource Management International Digest. She has co-authored multiple case studies that are registered with the Harvard Business School Publishing and Indian Institute of Management, Ahmedabad Case Centre. She has presented her papers in reputed international and national conferences including the Journal of Management Studies conference, Birmingham (UK) in 2020 and British Academy of Management, Bristol (UK) in 2018. Her research and teaching interests include cross-cultural management, HR analytics, AI/Robotics and its effect on HRM, generational HRM, strategic human resources management, future of work, knowledge-management and leadership.

# Explore IIM Kozhikode

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Started in 1997 with its Postgraduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering the widest range of academic programmes in the field of management education. These include Doctoral Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK also set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education.

IIMK also has the unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, PGP in Business Leadership (2019) PGP-Finance and PGP in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme and the only Indian Business Museum in the country.

IIM Kozhikode is among the top-5 IIMs as per the latest NIRF India Rankings 2021: Management and also made its global debut in the QS World Ranking released in 2020 and is ranked 101+ for its MBA (PGP) and EMBA programme.

“INDIA’S MOST TRUSTED ONLINE HIGHER EDUCATION COMPANY”

1000+  
Corporate Associations

3,00,000+  
Careers Transformed

2009  
Enhancing Career Since



- 2012 Education Excellence Awards
- 2012 e-India Awards
- 2017 Modi Awards
- 2018 ABP Education Awards
- 2019 Economic Times Awards

Jaro Education is a leading Ed-Tech company and a pioneer in the executive education space with more than 3,00,000 alumni. Jaro Education has partnered with various Top B-Schools, Universities, and Premium Institutions nationally as well as internationally and has received multiple national-level awards for its exceptional contribution to education.

IIM Kozhikode has empanelled Jaro Education for providing promotion and admission support to its professional certificate programmes.





## Contact Us

### **IIM Kozhikode Executive Education**

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### **Jaro Education Programme Expert**

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