भारतीय प्रबंध संस्थान कोषिक्कोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

STRATEGIC HUMAN RESOURCE MANAGEMENT

STARTS JUNE 30, 2022 | 10 MONTHS | LIVE ONLINE SESSIONS

BATCH 3

Overview

Digital technology has immensely transformed the business landscape, leading to a ripple effect across an organisation's key facets. Technology has enabled people to work across geographies, working remotely with organisations, and the current pandemic has accelerated this trend by making 'working from home' the new normal.

Motivations and expectations of employees vis-a-vis organisations have changed dramatically, and human resource professionals are required to deal with complex challenges to ensure best practices are adopted for employee recruitment, employee engagement, development and retention. This complex and challenging scenario mandates that human resource professionals adopt a much more agile, strategic and innovative approach.

Enrolling with IIM Kozhikode's **Strategic Human Resource Management** programme will equip participants to observe HR issues from an operational and a highly strategic perspective. It will enable you to comprehensively understand the fundamental principles of modern business models and facilitate the creation and implementation of future-ready HR strategies that are in sync with recruitment practices ideal for the future workforce.

> "
> **By putting the employee first, the customer effectively comes first by default, and in the end, the shareholder comes first by default as well.**
>
> *- Richard Branson (Founder of the Virgin Group)*
> "

Who is this Programme for?

The Strategic Human Resources Management is designed for:

- Mid & Senior-level HR and talent management professionals keen to transition to leadership positions and play an influential role in shaping the organisation's strategic HR initiatives.

- Business Heads and other HR Executives looking to gain insight into contemporary strategic HR best practices to propel business growth.

Programme Highlights

This programme will help participants gain a deep insight into the future workforce and the critical role of evolving HR professionals as strategic business partners.
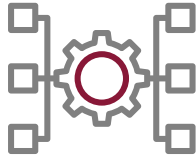
A highly strategic and tactical programme to understand the role of HR in a changing global workplace
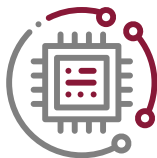
Learn from eminent IIM Kozhikode faculty

Engaging, interactive experience via varied learning formats including live webinar sessions, case studies, simulations, assignments and quizzes

Receive a certificate of completion from IIM Kozhikode, one of India's top B-Schools

Acquire knowledge of analytical techniques and tools that can be used in solving real-world HR problems

Be eligible to receive Executive Alumni Status of IIM Kozhikode

Programme Coordinators

Prof. Kapil Verma

Assistant Professor,
Organisational Behaviour and Human Resources,
Indian Institute of Management Kozhikode

Prof. Verma is currently the Chairperson in the OB and HR department at IIM Kozhikode. He has earned his PhD in Organizational Behaviour from Nanyang Technological University, Singapore and a PGP in Management from the prestigious IIM Calcutta. He has been a speaker at various seminars and conferences across the globe. He has work published in numerous reputed journals such as Applied Psychology, and Academy of Management Proceedings, among others. His research is centred around positive emotions, employee well-being, responsible leadership/ stewardship and organisational justice.

Prof. Surya Prakash Pati

Associate Professor,
Organisational Behaviour and Human Resources,
Indian Institute of Management Kozhikode

Professor Pati's academic interests include Labour Issues in Management as well as Gender and Management. He's a Fellow, Indian Institute of Management Lucknow (2012) and he holds a BSc. and MSc in Chemistry from Sri Sathya Sai Institute of Higher Learning, Prasanthinilayam. He teaches Human Resource Management, Pedagogy in Management, Philosophy of Management and Performance Management at IIM Kozhikode.

Note: Programme Coordinators might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.

Learning Outcomes

The programme will help participants understand HR & talent management from a highly strategic and tactical perspective. This learning experience will equip participants to create and implement innovative future-ready HR strategies and simultaneously boost their career growth.

Comprehensively understand the evolving role of HR in the context of global workforce landscape and the role as a strategic business partner.
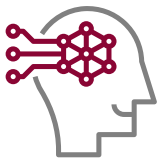
Gain insight into newer business models and their alignment with HR strategy.

Learn about best practices in people management, team building, and organisational leadership.

Acquire an in-depth understanding of how aligning HR strategically with business can be a competitive and sustainable advantage.

Create strategies to help organisations identify, recruit, develop and train top talent.

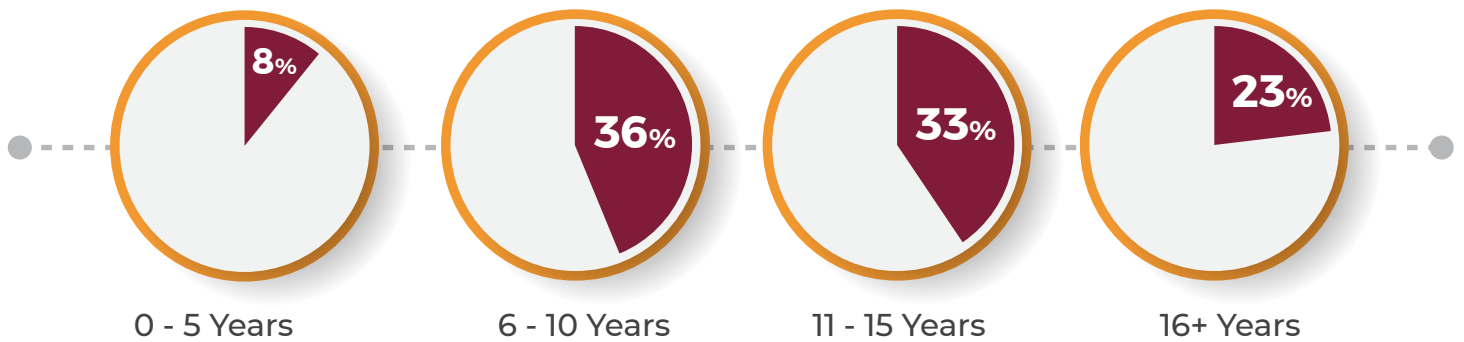> "Everyone talks about building a relationship with your customer. I think you build one with your employees first."
>
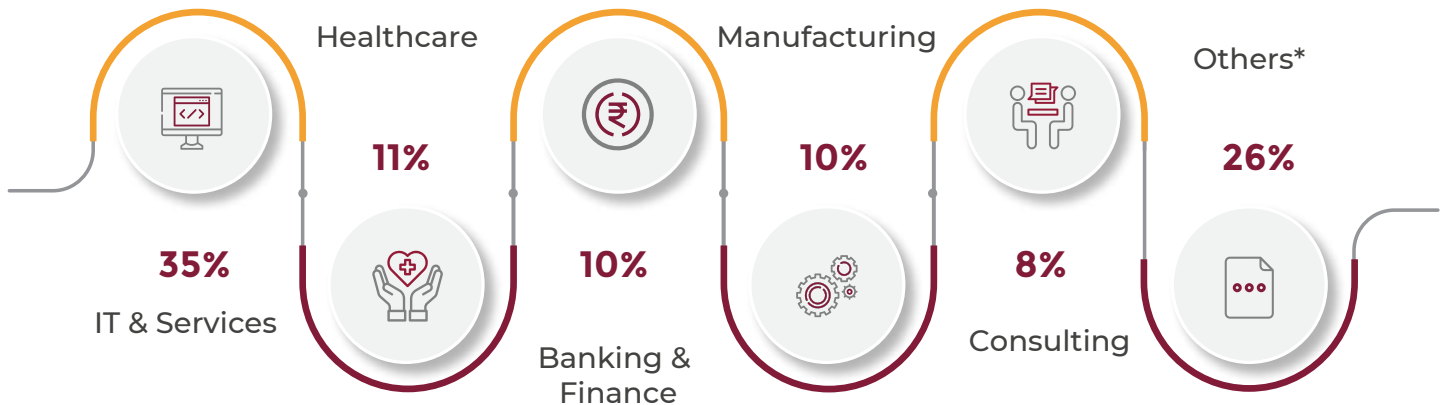> *- Angela Ahrendts (Former Senior Vice President, Apple)*

Past Participant Profiles

Work Experience

8% — 0 - 5 Years

36% — 6 - 10 Years

33% — 11 - 15 Years

23% — 16+ Years

Industries

35% IT & Services

Healthcare **11%**

10% Banking & Finance

Manufacturing **10%**

Consulting **8%**

Others* **26%**

Others includes Engineering, Infrastructure, MNC, and Sales, amongst others.

Participant Job Functions

50% Human Resource

Administration & HR **26%**

5% General Management

Finance **4%**

3% Consulting
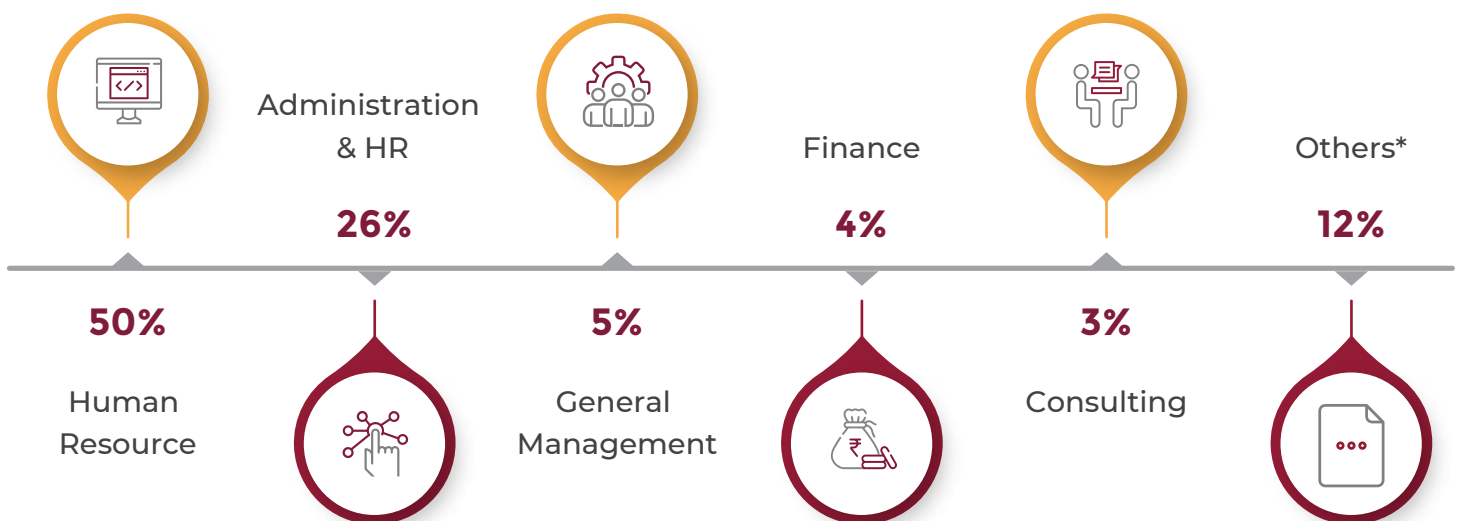
Others* **12%**

Others includes Customer service, Information Systems, and Operations, amongst others.

Programme Modules

MODULE 1: Understanding Individuals and Behaviours

- Individual Differences and Self-Concept
- Perception and Attitudes
- Motivation, Justice, and Emotions
- Interpersonal Influence

MODULE 2: Introduction to Strategic Management

- Strategic planning and consulting
- Firm strategy, resource and competency analysis
- Understanding the business landscape - competitive advantage, supply demand, value chain, product positioning
- Behavioural Strategy
- Aligning business strategy with organisation objectives

MODULE 3: Organisation Design

- Organisation Structure
- Organisation Culture

MODULE 4: Strategic HR Management

- Hiring based on competency
- Staffing and resource allocation
- Industrial relations and labour laws
- Talent management, attraction, retention, and development
- Performance management, Compensation/ benefits
- International HRM
- Learning and development

MODULE 5: Team Effectiveness

- Team purposes; defining task and goals
- Empowering teams, Types of high performing teams

Holistic Curriculum

This programme would use a mix of pedagogical tools such as lectures, hands-on exercises using data, and case discussions in the learning process. The instructor expects the participants to participate actively in the class and actively work on in-class exercise. Participants are expected to read the textbooks or other assigned readings outside of class and participate in the critical evaluation of the material through class discussion.

MODULE 6: Leadership at Work

- Leadership traits and skills
- Leadership styles and Sources of power
- Change Management
- Managing Change - Influencing the C-Suite

MODULE 7: Negotiation and Conflict Management

- Managing conflicts effectively
- Negotiation Essentials
- Mastering Negotiations

MODULE 8: Contemporary Workplace Challenges

- Coaching and mentoring
- Workplace politics
- Diversity and inclusion
- Managing gig workers

MODULE 9: Mental Health and Well-being

- Misconceptions of Joy - Our biases/ perceptions
- Mindfulness
- Self-regulation and Identity; Money and Time
- Relationships
- Gratitude and Self-compassion

MODULE 10: HR Analytics

- Quantitative techniques/ Statistics for HR Analytics
- Workforce planning and Talent acquisition
- Talent Analytics - Performance and Retention

Simulation Exercises (on Leadership/ Negotiations/ Strategy) during the course

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/adapted to fit the total programme hours.

Capstone Project

A Capstone Project is integral to successful learning outcomes. The opportunity to apply the theoretical learning you've acquired over several months is invaluable in the real world.

Case Studies

FMCG

Consulting

IT

Healthcare

Hospitality

Certificate

Participants will be awarded a certificate upon successful completion of the programme by the Indian Institute of Management, Kozhikode.

A minimum attendance of 75% is a prerequisite to completion of the programme. Participants who are unable to clear evaluation benchmark, will be eligible for a certificate of participation.

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

IIM Kozhikode Executive Alumni Status

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Eligibility

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline.

- Minimum 5 years of work experience required

- SOP Mandatory for the applicants (250-300 words)

Note: Candidates with HR background are preferred

Evaluation

Participants will be periodically evaluated throughout the programme based on their performance on quizzes, assignments, case studies and projects designed by IIM Kozhikode.

Programme Details

Programme Fee INR 1,75,000 + GST

Instalment Schedule

	Remarks	Fee
Booking Amount	Within 7 days post selection	INR 18,000 + GST
Instalment I	Jul 14,, 2022	INR 35,000 + GST
Instalment II	Nov 10, 2022	INR 70,000 + GST
Instalment III	Mar 10, 2023	INR 52,000 + GST

Note:
*- The actual programme schedule will be announced closer to
   the programme start*
*- In case a programme session corresponds with a public holiday,
   the session would be held on the following day*
- GST (currently @ 18%) will be charged extra on these components
*- Postage charges for books and study materials sent to locations
   outside of India will be paid for by the student*

Round-wise Application Dates

	Application Fee	Dates
Round 1	INR 1,500 + GST	May 25, 2022
Round 2	INR 2,000 + GST	Jun 22, 2022

*Note: Admissions are on a first-come, first-serve basis. There might
not be subsequent rounds if seats are filled in the initial rounds.*

Programme Schedule

Academic Orientation

July 23, 2022

Live Online Sessions

3 hours / weekend
Saturday 6:45 PM to 9:45 PM

Programme Application Link

Click here to apply to the programme.

Finance options available.
Click here to learn more.

For more information, please email at
iimk.execed@emeritus.org

Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

1. Your Photo ID Proof:

- You can submit a scanned copy of **ANY ONE** of: PAN Card or the first two pages of your Passport.

2. Your Graduation/Degree:

- You can submit a scanned copy of **ANY ONE** of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme.

- You can confirm the minimum work experience requirement of a programme under the heading **'Eligibility'** in the brochure or the programme website

- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.

  - These documents must be issued by your company.

  - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company.

System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/Laptop/Mac with

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth

- Webcam: built-in or USB plug-in

- Processor: with Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)

- RAM: 4 GB or higher

- OS: Either MacOS 10.7 or higher OR Windows 8 or higher

- An internet connection: Minimum bandwidth of 3.0 Mbps (up/down)

- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+

- Zoom software client installed on your PC/Laptop/Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/Laptops/Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/Laptop/Mac.

About IIM Kozhikode

Started in 1997 with its Postgraduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering widest range of academic programs in the field of management education. These include Doctoral Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum. IIMK is ranked 4th as per latest NIRF India Rankings 2021: Management. The institute also made its global debut for its flagship MBA (101+ globally, 7+ in Asia) and EMBA programme (101+ globally, 15+ in Asia) in the 2020/21 QS World University Rankings. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity and practical application. IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.

About Emeritus

IIM Kozhikode is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Kozhikode the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Kozhikode. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.

Apply for the programme here

APPLY NOW

For registration and any other information please get in touch with at
iimk.execed@emeritus.org

🔘 **WhatsApp an advisor on +91 7208889990***

Note: This number does not accept any calls. Please message your queries.

In collaboration with

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