



भारतीय प्रबंध संस्थान कोषिकोड  
**Indian Institute of Management Kozhikode**  
*Globalizing Indian Thought*

**T**  
**TIMESPRO**



STEP UP FROM FUNCTIONAL PROFICIENCY  
TO MANAGERIAL EFFICIENCY

Professional Certificate Programme in  
**Business Management** (Batch 07)

12 Months | Blended | ₹2,25,000 + GST

## IIM Kozhikode Advantage

### *From the Director's Desk*



Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21<sup>st</sup> century business makes us believe that this is a legitimate aspiration.

Invest in your potential and jumpstart your career by enrolling in **IIM Kozhikode's Professional Certificate Programme in Business Management**. Wishing you the best of learning experiences here.

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is written in a cursive, flowing style.

Prof. Debashis Chatterjee,  
Director, IIM Kozhikode

# Business Management & Enterprises

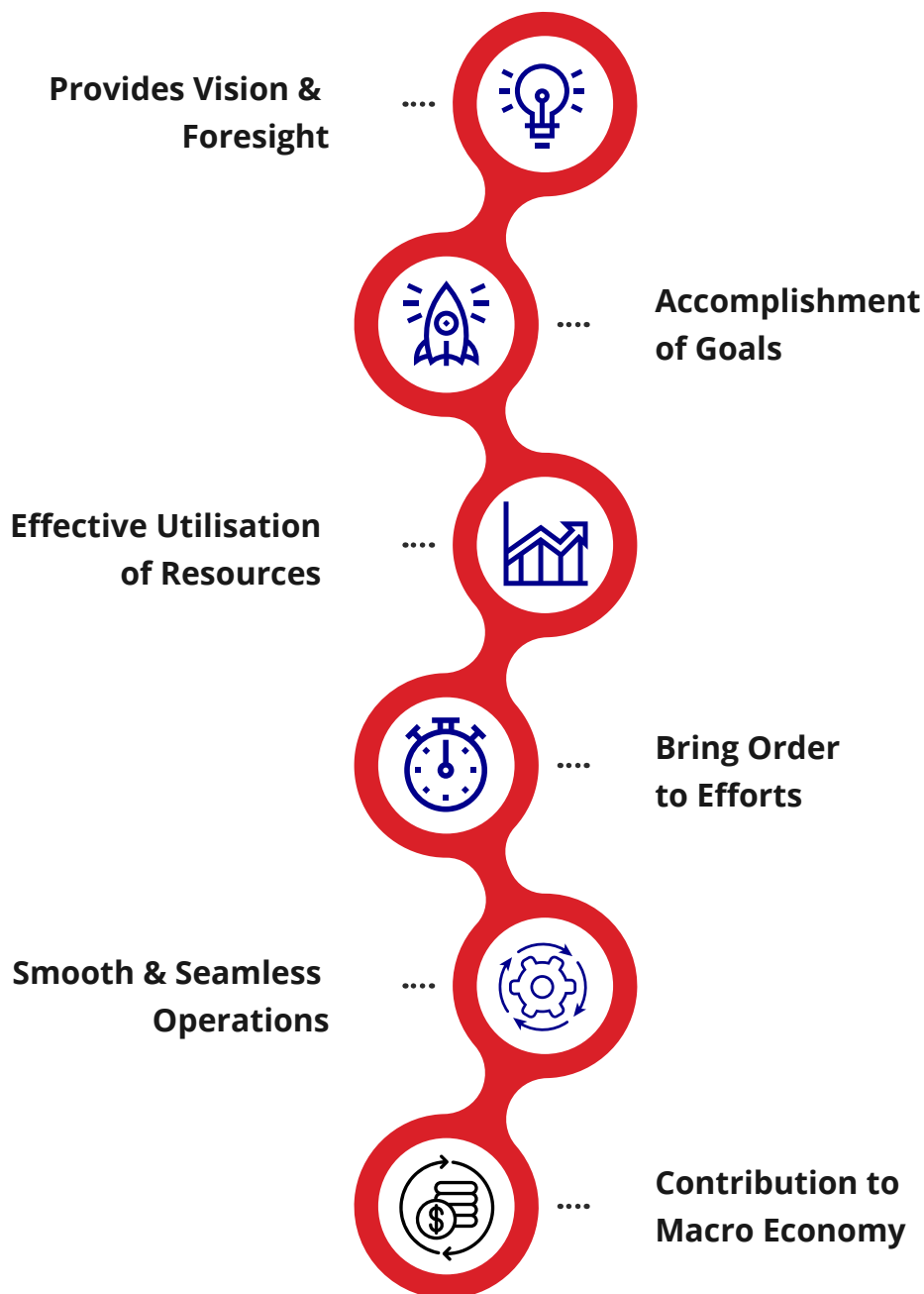
To paraphrase Peter Drucker, management can be described as the dynamic life-giving and life-sustaining element of every business enterprise. It is the thinking organ that provides vision to the business. It is also the integrating force for the accomplishment of business objectives. Business Management involves strategic thinking, decision-making, and ethical leadership that keeps an organisation on track and moving toward its goals at the right time and in the right manner.

## Essential Functions of Management



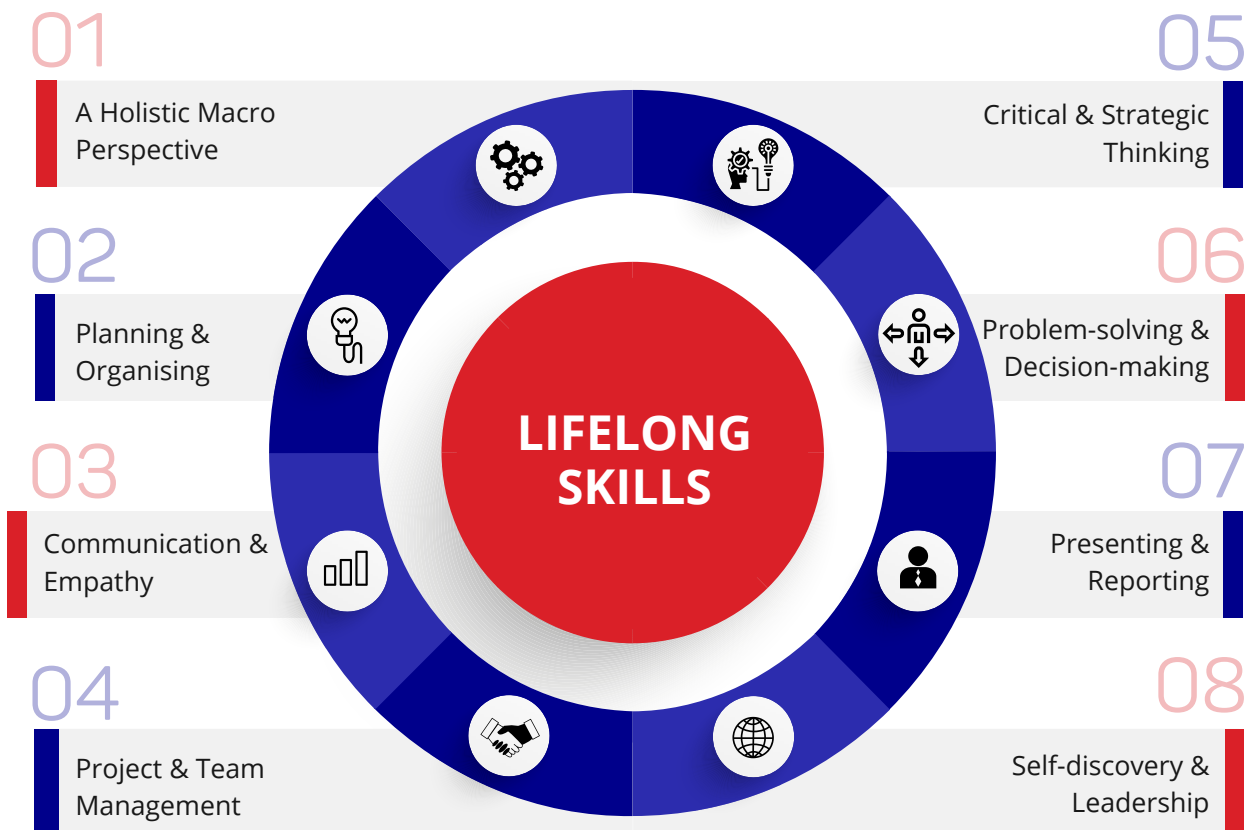
In recent history, enterprises that have failed due to poor or myopic or unethical management practices include Kodak, Compaq, Toys "R" Us, Enron, WorldCom, Satyam, etc. Thus, the importance of sound business management practices to a successful and sustainable enterprise cannot be emphasised enough. The goal of management is to get people together to achieve the same desired objectives and goals by using the resources that are available in an effective and efficient way.

## Benefits of Management for Enterprises



Acquiring and building holistic managerial competencies not only benefits one professionally but also personally. It is a transformative experience that imbues qualities and inculcates a mindset that broadens perspectives, boosts confidence, promotes discipline, fosters team spirit, enables decision-making, and kindles leadership.

## Studying Business Management: Lifelong Skills



Understanding management principles, learning management tools and techniques, and developing management acumen, are personality-developing and career-defining imperatives for working professionals seeking role elevation and recognition as thinkers, influencers, decision-makers, leaders, etc.



## Programme Overview

The Professional Certificate Programme in Business Management is developed keeping in mind the ever-changing dynamic environment of today. New opportunities are emerging in and around our lives that businesses can tap into. The ever-changing tech environment has already raised concerns and businesses have been racking their brains to remain competitive. The new today and tomorrow demand executives who are mentally prepared and ready to take on the future with skills and knowledge that will equip them to make space for themselves at their workplaces. This programme, offered by IIM Kozhikode, emphasises on inherent qualities within to bring out the best.

*"The true measure of the value of any business leader and manager is performance." - Brian Tracy*

## Programme Highlights



A contemporary  
12-month programme of  
business management



Live classes by highly  
experienced faculty  
from IIM Kozhikode



Real-life case studies and  
simulation-based pedagogy



IIM Kozhikode Executive  
Alumni status

## Learning Outcomes

After completing this programme, the participants should be able to:



Get comprehensive business management exposure with a focus on general management, marketing, and digital transformation



Experience hands-on learning and competency development in collaboration with seasoned industry practitioners



Gain a holistic and integrated perspective of the organisation and its environment



Hone analytical, strategic, and business thinking competence

# Programme Curriculum

## 1. Pillars

- Principles of Marketing
- Financial Markets & Banking
- Managerial Economics
- Management Accounting
- Strategic Management
- Individual & Group Behaviour in Organisations
- Business Law
- Managerial Communication
- Human Resource Management
- Operations Research

## 2. Skills

- Presentation Skills
- People Skills
- Leadership & Teamwork
- Negotiation & Persuasion Skills
- Creativity

## 3. Expertise

- Digital Transformation
- International Management
- Consumer Behaviour & Marketing Research
- Cross Cultural Management
- International Business
- Product & Brand Management
- Corporate Finance
- Logistics & Supply Chain Management
- Organisation Structure, Design, & Change
- Sales & Distribution Management

## 4. Project Work

## 5. Business Simulation



## Pedagogy

The teaching approach will be highly interactive leveraging technology, and deploy diverse pedagogical tools and techniques including lectures, case studies, assignments, quizzes, project work, etc.

## Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.



### Schedule

Sunday –  
3:30 pm to 06:30 pm

### Duration

12 months

### Campus Immersion

A 2-day in-campus module at IIM Kozhikode towards the end of the programme.

The in-campus modules are subject to the conditions that prevail at that point in time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to the COVID-19 situation, the same will be included in the total number of online sessions.

## Eligibility Criteria

- Bachelor's Degree (10+2+3 or 10+2+4)/Diploma (10+2+3) from any recognised university
- Minimum 2 plus years of full-time work experience post completion of qualifying education\*

*\* Internships and trainee experiences will not be considered in full-time work experience.*

## Who Should Attend?

The programme is targeted toward seniors and middle-level managers/executives who would like to hone their knowledge and skills to prepare for the new milieu, seasoned with uncertainty and opportunities.

## Admission Criteria

Participants will be selected based on their overall profile and credentials at the sole discretion of IIM Kozhikode.

## Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.





## Assessment & Evaluation

- The evaluation methodology is at the discretion of the faculty. The methodology includes online exams, case analysis, class contribution, and any other component as decided by the faculty.
- The 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 in the programme to actual organisational decision scenarios.
- The participants will have to secure the minimum pass marks in the respective evaluation components.

## Certification

- Participants who successfully meet the evaluation criteria 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'.
- Successful participants will also be accorded IIM Kozhikode Executive Alumni status.

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

## Programme Director



**Prof. Deepa Sethi**

**Dean - Programmes and International Relations  
IIM Kozhikode**

Prof. Deepa Sethi is a Professor and Dean, Programmes & International Relations at the Indian Institute of Management Kozhikode. She has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioral Aspects in Organisations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School. Her teaching areas include Managerial Communication, Cross-cultural Communication, and Written Analysis & Communication (WAC). Her research interests are Verbal & Nonverbal Communication, Cross-cultural Communication, Soft Skills for Interpersonal Effectiveness, Health Communication, and Presentation Skills. She has also been awarded Prof. Indira Parikh 50 Women in Education Leaders Title in 2019. She has published in high-impact refereed A\* and A-listed international journals.

## Vox Alumni

### **Mritunjay Kumar**

**General Manager Sales**

**INTAS Pharmaceuticals Ltd**

After taking this course, I feel much more confident about the things which we do on a day-to-day basis. The course is tailor-made for all those who have been working in a single field and wish to enhance their career in General Management. The overall course captures all the Management-related topics and helps to sharpen knowledge and skills. Sessions are quite interesting, interactive and help us to learn the basic and advanced theoretical and practical points of Management. Professors associated with the courses are well-learned and very cooperative.

I would like to recommend this course for all the professionals who are in some field of General Management and aspire for career growth.

### **Dhwani Kothari**

**Liability Insurance Placement Manager**

**Willis Towers Watson India Insurance Brokers Private Ltd**

PCPBM is a blend of theoretical and practical interactive sessions across various subjects. It is a holistic programme comprising of assignments, quiz, group projects, etc. During this course I have come across peers from various industries with amazing minds and it has helped me in my personal development also. It is apt for people who are in the mid-level of their career and wish to climb the corporate ladder. Also, name of the Institute on your CV can do wonders!

## Programme Fee

Particulars	Amount (₹)*
Programme Fee	2,25,000
<b>Total Course Fee</b>	<b>2,25,000</b>

Note:

\*Taxes will be additional as applicable

\*All fees will be collected by BCCL

This is with reference to the refund of the Processing Fee, please note that the Processing Fee shall not be refunded in the following circumstances:

- In case the candidate rejects the offer issued by the Institute; and
- In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.

## Instalment Schedule

Instalment	Date	Amount (₹)*
I	To be paid at the time of Registration	15,000
	To be paid within one week of offer rollout	53,000
II	10 <sup>th</sup> April, 2023	53,000
III	10 <sup>th</sup> July, 2023	52,000
IV	10 <sup>th</sup> October, 2023	52,000

\*Taxes will be additional as applicable.

## Programme Timelines

Application Closure Date	22 <sup>nd</sup> December, 2022
Programme Start Date	8 <sup>th</sup> January, 2023
Programme End Date	January 2024

**APPLY NOW** 



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Started in 1997 with its Post Graduate Programme (PGP), **the Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic Programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. 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 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. IIMK 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.



**5<sup>th</sup>**

NIRF India Rankings  
2022: Management

**2<sup>nd</sup>**

Atal Innovation  
Rankings (ARIIA) 2021

**16+**

QS Executive MBA Rankings  
(EPGP) in Asia Pacific for 2021





TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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