



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



Strategic Management Programme for CXOs

10 Months | Blended | ₹4,80,000 + GST

IIM Kozhikode Advantage

From the Director's Desk



IIM Kozhikode has designed the Strategic Management Programme for CXOs with the main idea of defining and implementing a company's long-term goals and objectives. It involves analysing the organisation's internal and external environment, developing a strategic plan, and allocating resources to achieve the desired outcomes.

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 27-year old 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 21st century business makes us believe that this is a legitimate aspiration.

Wishing you all the very best!

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



Programme Overview

As CXOs stay attuned to future challenges, requirements, and ambitions, addressing transformation requires strategic comprehension, planning, and execution. Such transformations can arise from evolving consumer expectations, contemporary business demands, and unforeseen circumstances.

Comprehensive strategies diverse functions and leverage innovative technologies are essential for businesses to excel during transformational periods and thrive with resilience and agility.

This program takes these factors into account, offering a curriculum that is multifaceted and empowers learners with a refined C-Suite mindset focused on business realities, customer-centric approaches, and market-ready innovations. It also provides insights into global business perspectives, giving aspiring and newly appointed CXOs a competitive edge.

Programme Highlights



Contextually designed
10-month programme



3 day campus immersion
at IIM Kozhikode



Real business use cases
for relevance



Peer-learning with
C-level executives



Learn from IIM K faculty
and Industry Experts

This programme is for

Business Leaders & Aspiring CXOs

- **Think like a C-Suite leader**

Adopt a C-Suite mindset. Develop C-level business acumen, prioritise future readiness along with building resilient & well-ordered business practices.

- **Enhance your knowledge & skillset**

Stay relevant in the business world & approach business complexities with contemporary technologies & methods. Navigate technological disruption, speed to market strategies and leadership skillset to drive high performance teams.

- **Learn among future & present CXOs**

Participate in peer-learning and network with C-Suite professionals to broaden your horizons and expand professional opportunities.

Newly appointed CXOs

- **Bring in a fresh perspective**

Stand out with modern methods to boost effectiveness, creativity, and expansion couple with traditional competence.

- **Informed decision-making across functions**

Make informed decisions by adopting digital & engineering operations management, along with strategic competencies for business optimization across functions & stages of business

- **Sync with fellow leaders**

Foster strong connections among key leaders within the organization to enhance cooperation and foster innovation flowing from the top level.



Learning Outcomes

This programme aims to make you a **S.T.A.R** in your organisation by imbuing you with requisite knowledge, skills, and competencies designed to accelerate your career.

S

Acquire **strategic** thinking skills to reframe organisational priorities and possibilities in challenging times

T

Embrace, adopt, and deploy cutting-edge **technology** to build strategic solutions to market-related problems

A

Get an **all-rounder** perspective for a results-focused approach to seize new business opportunities

R

Develop **responsible** managerial competencies calibrated to lead large-scale organisational transformations

Programme Curriculum

S Strategic Thinking

Business Environment – Trends and Analysis

- Global Market Dynamics
- Industry and Competitive Analysis
- Economic Indicators and Forecasting
- Technological Innovations Impact

Business Planning & Risk Management

- Strategic Planning Processes
- Risk Identification and Mitigation
- Business Continuity and Resilience Planning
- Scenario Planning

Corporate Strategy and Growth Management

- Formulating Corporate Strategies
- Mergers and Acquisitions
- Strategic Alliances and Partnerships
- Business Diversification Strategies

Innovation & New Economy Business Models

- Fostering Innovation
- Disruptive Business Models
- Digital Transformation Strategies
- Sustainability and Social Innovation

T**Technology Embracement****Data Science and Analytics for business decisions**

- Understanding big data and its business applications.
- Tools and techniques in data science for strategic decision-making.
- Leveraging predictive analytics for forecasting and trend analysis.
- Ethical considerations and data governance.

Artificial Intelligence and Virtual Organization

- Principles and applications of AI in business.
- AI's role in optimizing operational efficiency.
- Building virtual organizations and remote work strategies.
- Ethical and societal impacts of AI.

Digital Transformation

- Strategies for leading digital transformation initiatives.
- Integrating digital technologies into business processes.
- Building a digital culture and managing change.
- Evaluating the impact of digital transformation on business models.

Cybersecurity and Information Management

- Understanding cybersecurity risks and strategies.
- Best practices in information management and data protection.
- Legal and regulatory aspects of cybersecurity.
- Building a resilient cybersecurity infrastructure.

Technology Leadership and Innovation

- Leadership skills for driving technological innovation.
- Fostering a culture of innovation within organizations.
- Identifying and investing in emerging technologies.
- Navigating challenges in technology adoption and change management.

Customer Experience and Brand Engagement

- Understanding customer journey and touchpoints.
- Strategies for building and sustaining brand engagement.
- Leveraging digital channels for customer experience enhancement.
- Measuring and analyzing customer satisfaction and feedback.

Agile Projects & Operations

- Principles of Agile methodology and its business applications.
- Agile project management tools and techniques.
- Streamlining operations for agility and efficiency.
- Balancing agility with risk management in project execution.

Profit Planning & Corporate Finance

- Fundamentals of financial planning and analysis.
- Strategies for profit maximization and cost management.
- Corporate investment and financing decisions.
- Risk assessment and management in financial planning.

Managing & Leading Teams

- Leadership styles and their impact on team dynamics.
- Effective communication and conflict resolution in teams.
- Building high-performing teams and talent management.
- Promoting innovation and creativity within teams.

R**Responsible Leadership****Organization Development & Change Management**

- Strategies for effective organization development and growth.
- Leading and managing change in dynamic business environments.
- Building a resilient and adaptive organizational culture.
- Implementing change while ensuring employee engagement and wellbeing.

Corporate Leadership and Accountability

- Ethical decision-making and leadership integrity.
- Accountability mechanisms in corporate governance.
- Role of leaders in shaping corporate culture and ethics.
- Legal and ethical responsibilities of corporate leaders.

Corporate Social Responsibility and Sustainable Practices

- Developing and implementing CSR strategies.
- Integrating sustainability into business operations and practices.
- Measuring and reporting on social and environmental impact.
- Ethical supply chain management and fair-trade practices.

Corporate Reputation & Crisis Management

- Building and maintaining a strong corporate reputation.
- Strategies for effective crisis management and communication.
- Risk assessment and reputation risk management.
- Post-crisis recovery and reputation rebuilding strategies.

Inclusive Leadership and Diversity

- Fostering inclusivity and diversity in leadership and teams.
- Addressing biases and promoting equity in the workplace.
- Developing global leadership competencies for diverse environments.
- Creating an inclusive organizational culture

Leadership, Strategy and Execution

- Capstone Leadership Module
- Capstone Simulation

“There is no change in higher level modules however Professor has added the detailed content keeping Target Audience in mind.”

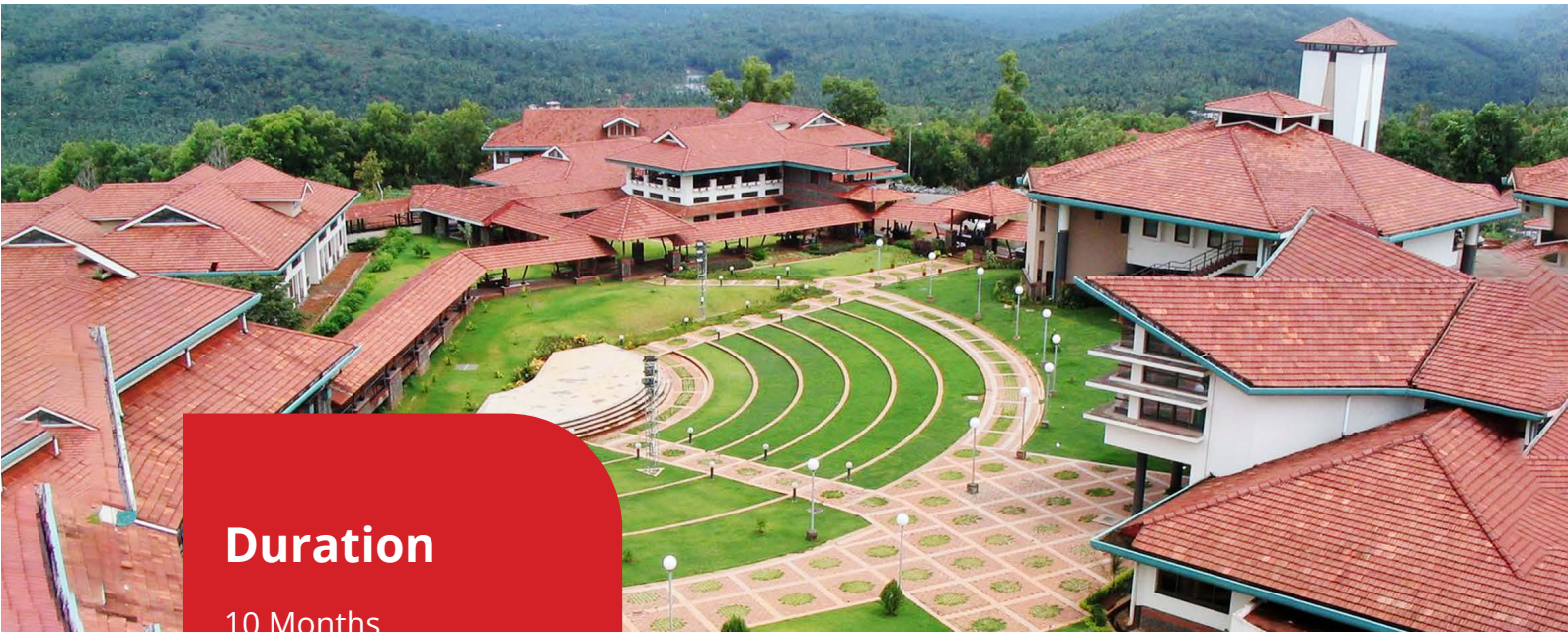


Pedagogy

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of case-based teaching, simulation, lectures, and in class-exercises.

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.



Duration

10 Months

Schedule

Sunday (Forenoon) –
9:00 AM – 12:00 PM

Campus Immersion

There will be three days of campus immersion towards the end of the programme at IIM Kozhikode.

The in-campus modules are subject to the conditions that prevail at that point of time.

These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to 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 or 10+3) from any recognised university
- 10 plus years of work experience* after completion of qualifying education as above

**Internships and training experiences will not be considered as full-time work experience.*

Who Should Attend?

- The programme benefits functional experts looking for business management role
- Mid to senior level managers having technical expertise in any functional area of medium to large enterprises
- Entrepreneurs of fast-growing organisations

Admission Criteria

The selection will be based on the candidate's corporate nominations and retail applications with credentials. Final selection of participants will be solely done by IIM Kozhikode.

Attendance Criteria

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





Assessment & Evaluation

Evaluation methodology is 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* & Alumni Status

- Participants who successfully complete 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 'Certificate of Participation'.
- Successful participants will also be accorded IIM Kozhikode Executive Alumni status.

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

Programme Coordinator



Prof. Rajesh Srinivas Upadhyayula

Dean (Programmes)

Professor - Strategic Management

Rajesh S. Upadhyayula is a Professor in Strategic Management and Dean (Programmes), IIMK Live - IIM Kozhikode Laboratory for Innovation, Venturing and Entrepreneurship (Incubator of the campus). He has an eclectic experience spanning academia, industry, and non-governmental sectors. He is a post-graduate from IIFM Bhopal and a PhD from the Indian Institute of Management, Ahmedabad. His topic of research was examining how networks help IT firms (within and outside clusters) build capabilities. He was a recipient of the prestigious Infosys Fellowship for his doctoral dissertation. During his doctoral programme, he spent 3 months at the Institute of New Technologies, United Nations University, Maastricht, Netherlands. He was a Visiting Scholar to University of Sydney, Australia.

His works (along with co-authors) were recognised at many national and international conferences. He was also a speaker at various events and has also extensively taught at MDP Programmes including facilitating sessions for senior leadership for companies such as Bosch India Limited, Star TV, etc. Before joining IIM Kozhikode, Rajesh worked as Manager, Think Tank, a strategic planning wing at Tata Consultancy Services.

His current research interests are in the areas of firm choice in multiple clusters, internationalisation strategies of offshore service providers, emerging market multinationals and corporate governance.

Programme Fees

Particulars	Amount* (₹)
Programme Fee	₹4,80,000

Note:

*Taxes will be added 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 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 (₹)*
	At the time of registration	25,000
I	Within one week of offer letter roll out	1,25,000
II	10 th July, 2024	1,15,000
III	10 th September, 2024	1,15,000
IV	10 th November, 2024	1,00,000

*Taxes will be added as applicable.

Programme Timelines

Last Day to Apply	Refer to website
Programme Start Date	26 th May, 2024
Programme End Date	March 2025

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 Fellow Programme 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 like the 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 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK). IIMK also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive programme providers globally, catapulting the 27-years young IIM to an exclusive list of foremost

providers of executive education in the world. IIMK has successfully delivered close to 1,300 MDP programmes for the past two decades, training more than 41,000 participants from 150+ organisations – which also include several Fortune 500 companies – in the process.”



3rd
(India)

The Week-Hansa
Research Survey 2023:
India's Best B-School

2nd
(Public B-Schools)

#3
NIRF India
Rankings 2023
(Management)

4th
(India)

Financial Times Ranking

72nd
(Global)





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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