



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



BATCH 9



## Data Analytics For Business Strategy: Essential Tools And Applications

Starts Sept 28, 2025 | 10 months | Live Online Sessions | Executive Alumni Status

**Average session rating: 4.6/5**

\*Based on feedback received by 450+ participants

**#4**

#70 Global Rank | #4  
India, Financial Times  
Open Enrolment  
Rankings 2024











**#3**

NIRF India Ranking  
2024, Management

SM854683

## Programme Summary

### Data Analytics for Business Strategy (Essential Tools and Applications)

 <b>Institute Name</b> IIM Kozhikode	 <b>Programme Duration</b> 10 Months	 <b>Cost</b> INR 2, 10, 000 + GST	 <b>Learning Mode</b> Live Online Sessions with IIMK Faculty	 <b>Weekly effort</b> 5-7 hours per week
 <b>Faculty</b> IIM Kozhikode	 <b>Payment Options</b> Flexible Instalment Plans with EMI Options available	 <b>Special Pricing</b> Special pricing up to 10% discount is available for corporate plans	 <b>Eligibility</b> The candidate should have minimum of 1 + years of work experience (after graduation).	 <b>Certificate</b> 'Certificate of Completion' from IIM Kozhikode and eligible for 'Executive Alumni Status' on successful course completion

### Learning Experience

- Weekly Live-online lectures from leading IIMK faculty
- Learn from Real-world Cases and Assignments
- Capstone Project guided by IIMK Faculty
- Hands-On Learning with Tools
- Programme support - 24\*7 Emeritus support team
- 2-days Campus Immersion at IIM Kozhikode

### Frequently Asked Questions

#### What would be the mode of learning?

There would be 3-hr weekly live-online lectures on Sunday conducted by IIMK faculty. The programme is spread across 10 modules for a duration of around 10 Months. The learning experience would include rich discussions with eminent faculty and seasoned peers, case-based learning, assignments and quizzes, guided capstone project work for which the learners would have to put in additional efforts beyond class hours.

#### Who evaluates the assignments, projects and simulations for this programme?

The examination and evaluation of graded submissions, project work, and simulations, if any, is at the discretion of the IIMK's faculty.

#### Is there a qualifying mark/ grade to get the final certification in this programme?

Yes, the qualifying mark is 75%.

#### Do I get Alumni status of the Institute on completion of this programme?

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

#### Is there a campus immersion included in the programme?

For an immersive and experiential learning journey, the programme offers a campus chapter at IIM Kozhikode campus of 2 days as a part of the programme's learning journey providing a rich networking and face to face learning opportunity.

#### Will Emeritus/ Institute help with placement services?

This programme is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. Over 87% Emeritus learners have witnessed career growth post completing their course. As an additional service, we provide job placement assistance, resume writing guidance, navigating job search and interview prep along with this course. All this guidance is provided over recorded videos, this is not live.

#### What type of certificate will I receive?

Upon successful completion of the programme, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion and will be eligible to receive IIM Kozhikode's Executive Alumni Status (optional). If your attendance is below 75% then you will get a Certificate of Participation, not a Certificate of Completion.

#### How long will I have access to the learning materials?

The recorded videos and learning material will be available throughout the duration of the programme.

#### What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?

Your chosen programme has a 88% satisfaction rating by 460+ past learners. We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated before the programme commencement. However, after the programme commences, fee becomes non refundable.

*Note: This Programme Summary is provided only for your convenience. You are advised to refer to the Programme Brochure for more information.*

## The IIM Kozhikode Advantage

### From The Director's Desk

Businesses today have seen a complete transition than they used to run a decade ago. 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 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 28-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 sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

It is pertinent to note that data is one of the most important commodities in the world today and the knowledge of how to analyse, extrapolate and segregate it is of paramount importance across industries. The right use of data can help propel your organisation and career to new heights, to make the most of this commodity, the Indian Institute of Kozhikode has launched the Advanced Data Analytics for Managers programme. This programme will empower Team Leads, Managers and Business Head to elicit the most out of data through topics such as Data Visualisation, Statistical Inferences, Basics of Modelling, Text Mining & Social Media Analysis among others. This programme curriculum is designed around the importance of being industry-ready in a data-driven future.

Wishing you all the very best!



**Prof. Debashis Chatterjee**  
Director,  
Indian Institute of Management Kozhikode



## Programme Overview

Data analytics is revamping every facet of business. Marketing teams use analytics to position the right product before the right audience. Product teams use analytics to uncover innovative new features. Sales teams use analytics to personalise interactions. Analytics also helps finance and operations teams mitigate risks. This is the new decision-making landscape. Instead of collapsing under tons of data, and resorting to intuition, modern leaders cut through the 'data fog' with analytics, and make smarter decisions.

In this data-driven world, IIM Kozhikode's certification in **Data Analytics for Business Strategy: Essential Tools and Applications** is your passport to success. It will help you confidently tackle relevant, real-world issues. As a result, everyday decisions – from process excellence to human wellness – become more informed, leading to company profitability and career growth. By the end of the programme, you will be armed with a data-driven analytical framework that will help you turn complexity into advantage.

## Benefits of Data-Driven Decision Making

### Smarter business decisions



**Starts on**  
Sept 28, 2025

**Duration**  
10 Months

**Programme fee**  
INR 2,10,000 + GST  
(Exclusive of Application Fee)

**Format**  
Live Online Sessions

\* Begins with introduction to platform

## Programme Highlights

With data being ubiquitous across businesses, professionals with an industry-recognised certificate, hands-on exposure to analytical tools and knowledge of best practices in data-driven marketing have a significant edge over their peers.



Receive a Certificate of Completion from one of India's leading B-Schools (NIRF, 2024)



120+ hours of learning with leading IIM Kozhikode faculty & Emeritus Industry Expert\*



Experience high-impact learning with industry case studies and gain actionable insights



Be eligible for lifelong IIMK Executive Alumni Status and expand your professional network



Experience face-to-face learning with IIMK campus immersion



Explore analytics practices, tools and applications for data-driven decision-making

\*The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme.  
-The programme highlights presented above are approximate, and subject to change depending on the availability and expertise of the teaching faculty, as well as the program's desired outcomes.  
-- Study materials will be provided in either electronic or hard copy format, per the respective course's requirements. For learners residing in India, any courier charges will be borne by the institution. For international learners, courier charges for physical study materials shall be borne by the learners themselves.

### Tools/ Softwares Covered:

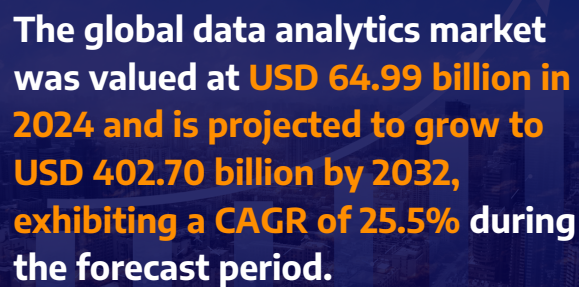


Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them. -Usage and coverage of tools will be the faculty's discretion

## Who is this Programme for?

Whether you wish to improve your daily decision-making or disrupt with new strategic initiatives, the Data Analytics for Business Strategy: Essential Tools and Applications programme will give you the relevant skills and mindset to think better, decide with confidence, and get more return on every investment.

- **Ambitious early-career professionals** eager to master data analytics for career advancement. Goals include playing a bigger role in business strategy, gaining insights into modern technologies, and making a career shift.
- **Mid-career professionals** seeking to upskill and enhance expertise through modern analytics. Goals include improving functional performance, showcasing data potential for career advancement, and implementing analytics with managerial and technical insight.
- **Consultants** aiming to enhance consultancy services through descriptive, predictive, and prescriptive analytics. Goals include aiding organisations in strategy formulation, assisting clients in better decision-making with modern tools, and leveraging analytics for improved business outcomes.
- **Entrepreneurs** aiming to revitalise their enterprises. Goals include responding to change and disruption in the industry, designing strategies based on relevant data, and leveraging a premium B-school tag for enhanced credibility with investors and clients.



The global data analytics market was valued at **USD 64.99 billion in 2024** and is projected to grow to **USD 402.70 billion by 2032**, exhibiting a **CAGR of 25.5%** during the forecast period.

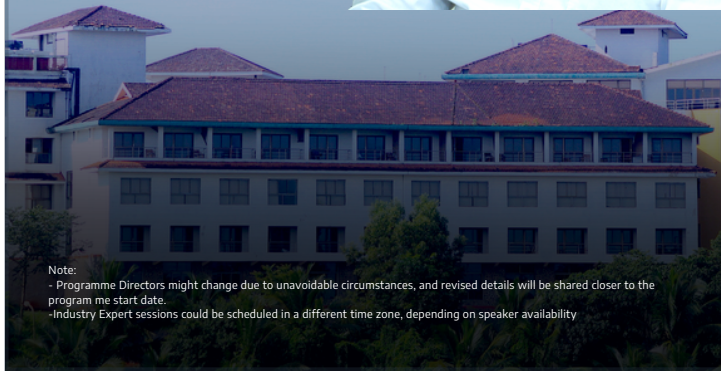
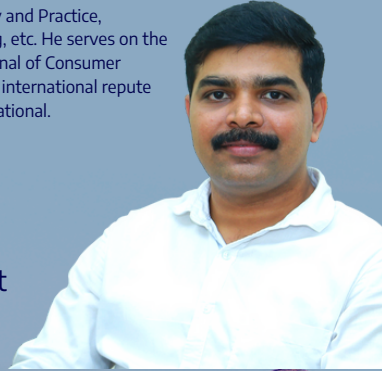
Source: [Fortune Business Insights](#)

## Programme Director

Prof. Sreejesh's primary research interests include marketing analytics, brand management, services marketing, and online marketing and advertising. His publications have appeared in Journal of Brand Management, Industrial Marketing Management, European Journal of Marketing, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, International Journal of Contemporary Hospitality Management, Internet Research, Journal of Product and Brand Management, Journal of Service Theory and Practice, International Journal of Bank Marketing, etc. He serves on the editorial board of the International Journal of Consumer Studies. He has also authored books of international repute with Pearson India and Springer International.

## Prof. Sreejesh S

Associate Professor,  
Marketing Management



Note:  
- Programme Directors might change due to unavoidable circumstances, and revised details will be shared closer to the programme start date.  
- Industry Expert sessions could be scheduled in a different time zone, depending on speaker availability

## Programme Modules

### Module 1: Data And Sources Of Data

- Types of data: qualitative and quantitative/primary vs. secondary
- Use of various data collection techniques across various business domains
- Qualitative data collection techniques (FGDs and Depth interviews)
- Quantitative data collection techniques (Survey)
- Quantitative data collection techniques (Experiments)

### Module 2: Data Analytics Fundamentals

- Use of Various Software for Data Analytics
- Introduction to R/IBM SPSS
- Data Coding and Preliminary Data Analysis
- Data Cleaning and Generating Insights through Graphics/Visualisation
- Generating Insights through Descriptive Analytics

### Module 3: Understanding Statistics For Business Applications

- Introduction to Statistics and its Applications using Software
- Descriptive Statistics and its Applications
- Inferential Statistics and Test of Hypothesis

### Module 4: Data Mining And Predictive Modelling Algorithms For Business Data

- Supervised/unsupervised learning algorithms
- Regression Analysis
- Logistic Regression
- KNN
- Decision Tree
- Bagging and Boosting
- Generative AI Applications in Data Generation



## Programme Modules

### Module 5: Data Analytics For Product Strategy Formulation

- Developing product introduction strategy
- Formulating the data driven pricing strategy
- Analyse profitability potential for new products
- Estimating the potential volume and new product demand
- Managing products with sustainable competitive advantage

### Module 6: Data Analytics for Marketing and E-commerce

- Expected profitability of newly acquired customers
- Customer level purchase information for customer retention
- Predicting customer churn
- Improving customer satisfaction through data driven insights
- Managing customer loyalty
- Understanding Customer Lifetime Value
- Recency, frequency, and monetary value (RFM) of customers
- Big Data Analytics in Customer Analytics and Market Intelligence

### Module 7: Data Analytics for Financial Decisions and FinTech

- Fundamentals of Finance & Financial Analytics
- Data analytics for Financial Strategy Formulation
- Financial Modelling and Prediction
- Stock Price Forecasting
- Credit Risk Modeling

### Module 8: Data Analytics For Digital/ Social Media

- Text mining for business insights
- Deciding the media strategy
- Publisher optimisation
- Campaign optimisation
- Analysing effectiveness of digital media marketing

## Programme Modules

### **Module 9: Data analytics for Supply Chain Management and FMCG**

- Demand Analytics for Planning & Forecasting
- Analytics for Inventory Optimisation

### **Module 10: Data analytics for HRM and Healthcare**

- Optimising hiring strategies using data driven insights
- HR cost and attrition prediction
- Predicting performance appraisals using inferential statistics
- Patient Risk Stratification

**Note:**

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.
- The primary mode of learning for this programme is via live online sessions with faculty members. The recording of the live sessions will be made available to the participants until the duration of the programme.
- Study materials will be provided in either electronic or hard copy format, per the respective course's requirements. For learners residing in India, any courier charges will be borne by the institution. For international learners, courier charges for physical study materials shall be borne by the learners themselves.
- Emeritus or the institute does not guarantee availability of any session recordings.

## Capstone Project

With the capstone project, participants will gain hands-on learning experience in conducting data analysis using various tools covered in the programme. This project will provide participants with an opportunity to integrate their theoretical and practical understanding of data analytics and explore ways to apply their learnings in a real-world competitive business scenario.

## Real-world Case Studies



### **Jennie Maze Limited: Enhancing Call Center Performance Using Predictive Analytics**

This case will help the programme participants to understand and appreciate the utilisation of predictive analytics for improving the performance of a call center, using time series forecasting. This case study will necessitate effective teamwork on data cleaning and preparation and modelling/analysis of time series.



### **Predicting Earnings Manipulation by Indian Firms Using Machine Learning Algorithms abstract**

Established in 2015, in Bengaluru, MCA Technology Solutions helped its clients with its expertise in domains such as customer intelligence, forecasting, optimisation, risk assessment, web analytics and cloud solutions. When one of their clients, a commercial bank, approached them to get assistance in detecting earnings manipulators among the bank's customers, Saurabh Rishi (Chief Data Scientist at MCA Technology Solutions) decided to develop his own model for predicting earnings manipulations using data downloaded from the Prowess database maintained by the Centre of Monitoring Indian Economy (CMIE). Data on more than 1200 companies was collected to develop the model.



### **Improving Lead Generation at Eureka Forbes Using Machine Learning Algorithms**

One of the world's largest direct sales company, Eureka Forbes wanted solutions to overcome the high customer acquisition costs by leveraging the data generated from its digital presence. Tatvik's Data Science team applied the PredictN model to decode the data generated using Google Analytics Reporting API, which ultimately resulted in higher conversion rates and lower digital activity costs.

Note: The programme curriculum includes more such case studies for integrated learning.

## Programme Certificate

Participants who successfully complete all evaluation components with minimum pass marks and meet the requisite 75% minimum attendance criteria will be awarded a Certificate of Completion from IIM Kozhikode. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation Certificate.



Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Kozhikode reserves the right to change the certificate and specifications without notice.

## 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.

The benefits include:

- Eligible to receive Publications and Newsletters of IIMK periodically
- Online access login details to Kasebook (Online Alumni Portal)
- Issuance of Alumni Identity Card
- Availing MDC/Guest Rooms at prevailing rates subject to availability

Note: The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

## Learning Outcomes



**Become a Data Detective:** Master the art of extracting hidden patterns from data, bridging the gap between information and impact.



**The Right Tool for the Job:** Develop a comprehensive understanding of tools and techniques, confidently selecting the most effective approach for each analytical objective.



**HR Analytics Revolution:** Learn to analyse employee demographics, performance metrics, and sentiment to build a stronger, more engaged workforce.



**Marketing Alchemy:** Transform customer data into actionable insights. Discover strategic approaches to customer segmentation, targeted marketing campaigns, and maximising ROI.



**Finance with Foresight:** Uncover the predictive power of financial data. Learn to utilise data analytics for risk assessment, investment planning, and optimising financial performance.



**Operations Optimisation:** Gain a data-driven perspective on streamlining operations. Utilise analytics to identify bottlenecks, improve efficiency, and enhance resource allocation.



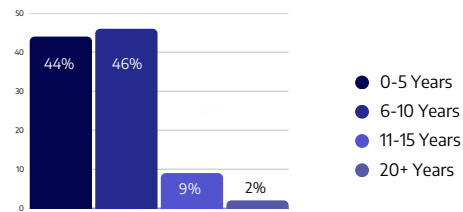
**See into the Future:** Master the art of predictive analytics. Understand how to forecast future trends, anticipate customer behaviour, and develop proactive business strategies.



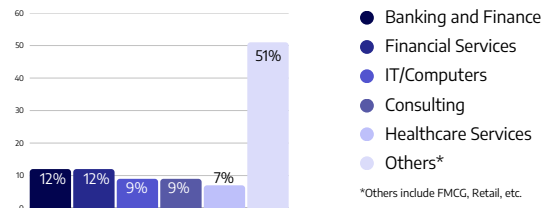
**The Strategic Edge:** Leverage data to gain a competitive advantage in areas like product development, pricing strategies, and brand management.

## Profiles of Past Participants

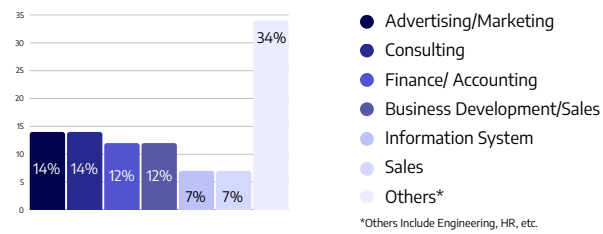
### Work Experience



### Industry



### Job Functions



## Participants Testimonials



**Jerson George**  
xx

“The instructor explained the basics of all the processes very clearly, which made it easy to understand the core concepts. The course was well-structured, and I was able to complete it within the agreed timeframe. However, I believe that spending more time on the latest software platform, Python, would have further enhanced the learning experience.”



**Subramaniam Mani**  
xx

“The best part of the course was the detailed coverage of modelling techniques, reinforced by practical case studies. The pace and time management were well handled, ensuring smooth progress. However, increasing the number of hours would allow for a more thorough coverage of the entire syllabus within the set timelines.”



**Shivani Kanojia**  
xxx

“The Data Analytics for Business Strategy programme at IIM-K was a game changer. Its practical focus helped me apply data analytics to real business problems and improve my decision-making. As a Healthcare and Public Health Consultant, I gained valuable skills in predictive modelling and data visualisation, allowing me to solve complex healthcare issues more effectively. The programme's real-world approach truly enhanced my strategic impact. Adding more industry-specific case studies and interactive workshops would make it even better. The prestigious IIM-K name adds great value to the course.”

## Participants Testimonials



**Nishant Nair**

Sales Account Manager  
Middle East Business  
Solutions

“Balancing a demanding career with the rigorous Data Analytics for Business Strategy program at IIM Kozhikode was a challenge I embraced wholeheartedly. I extend my deepest gratitude to my brilliant IIM Kozhikode classmates, my dedicated project team members, the inspiring faculty and mentors. I'm incredibly excited to apply the skills and knowledge gained to further enhance my career in management.”



**Priya Rex Fernandez**

CEO  
Nayyakum Market Research

“As an entrepreneur specializing in market research, the Data Analytics for Business Strategy course at IIM Kozhikode has been a game-changer for my career. It has equipped me with an in-depth understanding of business analytics, enabling me to deliver even greater value to my clients. I am particularly grateful to Prof. Sreejesh, whose passion for teaching and expertise in the field have been instrumental in my learning. Thanks to his guidance, I can confidently apply these analytical skills to real-world scenarios.”



**Kiran S**

Manager- E-commerce  
Operations and sales  
**Plaeup Private Limited**

“I am extremely impressed by the interactive nature of the Data Analytics for Business Strategy program at IIM Kozhikode. The professor's ability to bridge the gap between technical and non-technical participants was truly remarkable. Everyone felt included and valued, which fostered a collaborative and engaging learning environment throughout the sessions. I highly recommend it to professionals from all backgrounds looking to strengthen their analytical skills.”



## Participants Testimonials



**Dr. Ruchin Arora**

Manager - Clinic Operations  
and Business Analytics  
**Clove Dental Private Ltd**

Prof. Sreejesh's teaching style is exceptional. His ability to explain complex technical concepts in a way that's easy to understand is invaluable. The focus on real-time case studies and the latest tools like Python, R, and Tableau makes this programme incredibly relevant to today's business landscape.



**Sharib Zeya**

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The case study-based approach was undoubtedly the best aspect of the course, providing practical insights throughout. However, I found the use of R programming somewhat outdated, as Python has become the industry standard for machine learning. Similarly, while Tableau is useful, most organisations now prefer Power BI for visualisation. I believe the course would benefit greatly from focusing on Python and Power BI instead of R and Tableau.



## Programme Details

Programme Fee:	INR 2,10,000 + GST
Application Fee:	INR 2,000 + GST

Academic Orientation: **October 12, 2025**

**Note:**

- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
- The actual programme schedule will be announced closer to the programme start. As of now, the first academic session will be conducted on October 19, 2025.
- GST (currently @ 18%) will be charged extra on these components.
- Instalment payment options available.
- Additional convenience charges will be applicable on instalment payments.
- For detailed information on instalment payments reach out to your programme advisor.
- Study materials will be provided in either electronic or hard copy format, per the respective course's requirements. For learners residing in India, any courier charges will be borne by the institution. For international learners, courier charges for physical study materials shall be borne by the learners themselves.

## Programme Schedule

- Live Online Sessions**  
Sunday, 9:00 AM to 12:00 PM
- Attendance**  
Minimum 75%

**Note:**

- The actual programme schedule will be announced closer to the programme start.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances.
- The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme.



## Application Requirements

### **Your Photo ID Proof**

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

### **Your Graduation/Degree**

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

### **10th & 12th Class Marksheets**

Coloured copies of the 10th and 12th class mark sheets are required.

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

## 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**

## About IIM Kozhikode

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Info park, 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 programmes such as 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 start-up incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2024: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK) and is on the verge of a triple-accreditation crown.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.



**#4**

#70 Global Rank | #4 India,  
Financial Times Open  
Enrolment Rankings 2024

**#3**

NIRF India Ranking  
2024, Management

## About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, and governments worldwide. It does this by collaborating with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies, and organizations. Its unique model of state-of-the-art technology; curriculum innovation; and hands-on instruction from senior faculty, mentors, and coaches has educated more than 350,000 individuals across 80+ countries.



Apply for the programme here

**APPLY NOW**

Refer a friend

**REFER NOW**

Finance options available

**KNOW MORE**



**WhatsApp an advisor on +91 86570 38243\***

\*This number does not accept any calls. Please message your queries.

For registration and any other information, please get in touch with us at

**[iimk.execed@emeritus.org](mailto:iimk.execed@emeritus.org)**

**IIMK MDP Office Contact Details:**

**Phone Number: + 0495 2809557**

**Email Address: [mdp1@iimk.ac.in](mailto:mdp1@iimk.ac.in)**



In collaboration with

**EMERITUS**

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