



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*



**BATCH 18**

# SENIOR MANAGEMENT PROGRAMME

STRATEGIC THINKING AND NAVIGATION IN THE AGE OF  
AI AND **DIGITAL DISRUPTION**

**1 YEAR | LIVE ONLINE SESSIONS | STARTS ON SEPT 28, 2025**

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











**#3** NIRF India  
Ranking 2024,  
Management



6 Days of Campus  
Immersion at IIMK

## Programme Summary

### Senior Management Programme

				
<b>Institute Name</b>	<b>Programme Duration</b>	<b>Cost</b>	<b>Learning Mode</b>	<b>Weekly effort</b>
IIM Kozhikode	1 Year	INR 6,23,000 + GST	Live Online Sessions with IIMK Faculty	5-6 hours per week
				
<b>Faculty</b>	<b>Payment Options</b>	<b>Special Pricing</b>	<b>Eligibility</b>	<b>Certificate</b>
IIM Kozhikode	Flexible instalment plans with EMI options available	Special pricing up to 10% discount is available for corporate plans	Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university with a minimum of 10 years of work experience.	Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%.

### Learning Experience

- **Live Online Lectures by IIMK Faculty:** Industry-aligned cutting-edge curriculum curated by IIMK
- **Case-based Learning:** Practical learning through real-world structured insights into industry best practices
- **Faculty Guided Capstone Project:** Apply your learning, receive feedback, and present your findings
- **Cohort-based Learning:** Networking, collaboration and discussion with diverse peers
- **IIMK Campus Immersion:** 6-days immersion at IIM Kozhikode to relive the campus experience

## 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 12 modules for a duration of around 1 Year. The learning experience will 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 hour.

### 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 50%.

### 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 6 days as a part of the programme's learning journey providing a rich networking and face to face learning opportunity.

### 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 84% satisfaction rating by past learners. We encourage the participants 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.

### 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.

*Note: This Programme Summary is provided only for your convenience. You are advised to refer to the 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 necessary to give meaning to our present and give this Institution a sense of purpose, direction, and imagination. That is why we have chosen to think about 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 businesses makes us believe that this is a legitimate aspiration.

IIM Kozhikode's Senior Management Programme has enrolled close to 1000 participants in fifteen batches. It offers immersive learning through engaging live online sessions and a five-day in-campus immersion at the IIM Kozhikode campus. This programme is designed to help mid-and senior-level professionals and aspiring and new business leaders with minimum 10 years of work experience transition from a managerial to a cross-functional leadership role by developing an advanced understanding of the underlying functional areas and contemporary theories of management. The meticulously curated industry-leading modules will enable participants to advance their leadership potential and strategic decision-making capabilities for driving growth strategies and business excellence.

Invest in your potential, and start your journey of future-proofing your leadership career with the first step by enrolling in the fourteenth batch of IIM Kozhikode's Senior Management Programme.

Wishing you all the very best!



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





# Evolve as a C-Suite Leader to Navigate Disruption

Senior Indian leaders are at the forefront of transformation, embracing emerging and digital technologies to create, deliver, and capture value in an era of unprecedented change. “If someone else destroys our old business model, we will be ruined. But if we destroy our old business model, we will survive.” - Chairperson, EY Tax.

The PwC 27th Annual Global CEO Survey highlights that CEOs are not only adopting cutting-edge technologies and developing innovative products and services but are also forging strategic partnerships to ensure sustainable business success.

However, they must also navigate challenges such as shifting customer preferences, escalating cyber risks, rapid technological advancements, and inflation. Thriving in this landscape of digital disruption demands new approaches to strategic thinking, leadership, and execution.

“

**Be the Leader  
You Aspire to Be.**

”



# Lead with Confidence

In today's dynamic business environment, senior leaders must navigate the complexities of managing people, products, and processes with agility and foresight. The demands on leadership have intensified, driven by tighter deadlines, industry-wide disruptions, evolving consumer preferences, remote teams, and the accelerating pace of technological change.

To empower you to turn challenges into opportunities for growth and expand your influence, the Indian **Institute of Management Kozhikode presents the 1-year Senior Management Programme** in the age of **AI and digital** disruption. This programme is meticulously designed to help you develop a global perspective, master forward-thinking strategic planning, and excel in data-driven decision-making, all while leveraging the potential of AI and digital innovation. You'll also learn to foster a resilient organisational culture capable of thriving amid digital disruption.

By joining this programme, you'll gain invaluable insights from top-tier faculty, transforming yourself into a senior leader who not only drives significant impact but also inspires high-performing teams to embrace innovation, agility, and exponential growth.

**Engage in more than 150 hours of immersive learning led by a distinguished faculty of 10+ leading academics. Connect with a vibrant network of 800+ alumni and past participants, and gain valuable insights with 6-days of immersive experience at IIM Kozhikode.**

\*Please note that programme details are subject to change.

STARTS ON:  
**Sept 28, 2025\***

DURATION:  
**1 Year**

PROGRAMME FEE:  
**INR 6,23,000 + GST**

\*Begins with an introduction to the platform.

“

Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.

**- Jack Welch**

Former Chairman & CEO, General Electric

# Who Is This Programme For?

This programme is tailored for professionals seeking to elevate their managerial and leadership capabilities.

**Senior professionals** aiming to enhance their strategic impact will gain comprehensive insights into finance, strategy, operations and digital transformation, enabling them to drive significant business outcomes.

**Mid-level executives** and managers aspiring to move to senior management roles by expanding their leadership and strategy skill sets will also benefit from joining this programme.



# Industry-Aligned Curriculum

## Module 1

### LEADING WITH STRATEGIC THINKING

- Challenges of General Management
- The Essence of Strategic Decision Making
- Strategic Thinking – The Lens and The Process
- Strategic Thinking in a VUCA World
- Journey of Transition to Senior Management

## Module 2

### COMPETITIVE AND STRATEGIC ANALYSIS

- Toward Effective Strategic Analysis: External and Internal
- Competitive Dynamics and Strategic Manoeuvres
- Strategy in a Digital Age
- Successful Strategy Implementation

## Module 3

### ECONOMICS FOR BUSINESS LEADERSHIP

- Essentials of Managerial Economics: How Demand and Supply Shape Pricing and Competition
- Tracking the Economy: Growth, Inflation and the Power of Fiscal Policy
- The Future of Money: Banking, Monetary Policy and the Digital Revolution
- Competing in a Global Economy: Trade, Capital Flows and Currency Risks

## Module 4

### FINANCIAL ANALYSIS

- Understanding Modern Financial Statements
- Financial Analysis for Informed Decision-Making
- Optimising Cash Flow Statement
- Strategic Budgeting, Pricing and Cost-Volume-Profit Analysis

## Module 5

### STRATEGIC SUPPLY CHAIN MANAGEMENT

- Operations Planning and Control
- Lean Inventory Strategy in the Supply Chain
- Network Design and Performance Optimisation
- Global Supply Chain Management Simulation

## Module 6

### CORPORATE FINANCE AND VALUATION

- Investment Criteria and Capital Budgeting
- Value-Based Working Capital Management
- Working Capital Finance
- Introduction to Valuation and Growth Valuation Drivers
- Mergers, Acquisitions, and Divestitures with Financial Implications



## Module 7

### APPLIED STRATEGIC MARKETING

- Marketing for Competitive Advantage
- Creating Brand Loyalty and Its Management
- Managing Channels and Other Value Chain Partners
- Influencer Marketing

## Module 9

### CONTEMPORARY THEMES IN MANAGEMENT

- Corporate Sustainability
- Deconstructing Business Models
- Corporate Ethics and Accountability
- Strategic Entrepreneurship
- Strategic Management of Contracts
- Executive Presence
- Business Storytelling

## Module 10

### AI AND DIGITAL TRANSFORMATION

- Digital Marketing and Analytics
- Generative AI Business Use - Cases Overview
- Roadmap of Digital Maturity and Impact of AI and Digital Economics
- Managing AI and Digital Transformation

## Module 8

### STRATEGIC HUMAN RESOURCE MANAGEMENT

- Maximising Value through Strategic HRM
- Mastering Behavior: Managing Self and Others
- Effective Performance Management
- Shaping the Organization Through Coaching and Mentoring/Learning and Development

## Module 11

### LEADERSHIP

- Leadership in a non-linear and disruptive world/ Mindful Leadership

## Module 12

### EXPERT PRACTITIONER PERSPECTIVES

- These are cameo sessions by experts with deep experience in the industry, aimed at complementing the sessions by academic experts and providing nuanced insights from a practice perspective. These sessions may be on topics listed in other modules or other topics. They are typically interspersed across the program, and subject to availability of slots and experts.

#### Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile and programme hours. Within a module, depth of treatment of some topics may vary, depending on availability of time. Differing pedagogical approaches may also be followed for different topics, at the discretion of the faculty.
- The modules and topics are indicative and subject to change at the discretion of programme coordinators.
- 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
- The programme curriculum includes individual assignments, simulations, group projects and presentations to apply and demonstrate classroom learnings.
- 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.



# Integrative Project

All participants will be required to engage in an integrative analytical project that will test their ability to bring together their understanding of various aspects of management of a real-life business. Participants will need to critically analyse and present the same in an impactful manner.

## Business Simulations

During the programme, as a part of specific modules and/or separately, participants will be engaging in business simulation exercises that allow them to apply some of their learnings in a simulated business setting. In such exercises, participants in groups will be required to make strategic and tactical choices, resource allocation, and other decisions as part of a series of managerial actions. The simulation exercises typically happen in a competitive setting with other groups in the fray, providing an exciting, near-real and interactive learning experience for participants.

Note:

- The in-campus modules are subject to the conditions/ unavoidable circumstances that prevail at the given point in time. In case the current situation maintains the status quo, suitable alternatives to replace the in-campus modules will be made available via live online sessions.
- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile & programme hours.
- The modules and topics are indicative and subject to change at the discretion of programme coordinators.
- 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
- The programme curriculum includes individual assignments, simulations, group projects and presentations to apply and demonstrate classroom learnings.
- Study materials will be provided in either electronic or hard copy format, per the respective programme 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.

# Industry Experts Sessions in **AI and Digital Transformation**



**Business Analytics** for  
Executives and Managers



**Digital Marketing Strategy** and  
Social Media Analytics



Impact of **AI and Digital  
Economies** on Traditional  
Business Models



Aligning **AI Strategy** with  
Business Objectives



**Platform Strategy** and Platform  
Economy



**'Generative AI'** Business  
Use-Cases Overview

## Note:

- Industry Expert sessions will delve into emerging themes, fostering a deeper understanding that extends beyond the core programme content.
- The session-slot for the industry expert sessions would be as per the availability of the Industry Expert.
- The topics of Industry Expert sessions are indicative and may change without prior notice.

# Programme Directors



## **Prof. Anandakuttan B. Unnithan, PhD**

Professor, Marketing Management, Dean (Programmes)

Prof. Anandakuttan B. Unnithan obtained his PhD in Marketing from Cochin University of Science and Technology. As an educator, his work has spanned consumer behaviour, services marketing, and advertising in his two decades. His publications have appeared in leading marketing journals. He has consulted with major corporations and government agencies and is actively engaged in Executive Education programmes.



## **Prof. Venkataraman S, PhD**

Associate Professor, Strategic Management,  
Associate Dean, IIMK Kochi Campus

Prof. Venkataraman has an MBA and PhD from IIM Calcutta and is a Visiting Doctoral Scholar at S. C. Johnson School of Business, Cornell University. Previously, he was a Senior Director at CRISIL. He has acquired experience in corporate sustainability, business strategy, credit risk ratings, credit analysis, and franchise development in the past two decades. As the founding CEO and Chief Rating Officer, he worked closely on CariCRIS, the world's first regional credit rating agency based in the Caribbean.

### 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 Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components, but have a minimum attendance of 75%, shall be awarded a participation certificate.

We encourage you to attend all the live sessions and make the best out of these interactive learning experiences.



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 Benefits

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.

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





# Career Transitions of Past Participants

## SENIOR MANAGER

Business Development, Accord  
Global Technology Solutions



## DIRECTOR

Business Development, Accord  
Global Technology Solutions

## DIRECTOR

Business Development and Sales,  
AEROCOMPACT India Pvt. Ltd.



## MANAGING DIRECTOR

AEROCOMPACT India Pvt. Ltd.

**SENIOR PRODUCT  
MANAGER,**  
Exidon Solutions



**ASSISTANT VICE  
PRESIDENT-PRODUCTS**  
Exidon Solutions

....and many more.



# Succeed with Renewed Leadership Skills



## CREATE GROWTH (STRATEGY)

- Create and Implement Growth Strategies
- Find and Retain New Markets



## OPERATE SEAMLESSLY (OPERATIONS)

- Create New Product and Business Models that Enhance Workflow
- Integrate Operations with Advanced Technologies



## STAY VIABLE (FINANCE)

- Manage Profitable P&L Accounts
- Develop Strategies to Strengthen Revenue and Working Capital



## MASTER SELF, LEAD OTHERS (LEADERSHIP)

- Lead Business Functions
- Effectively Manage Cross-Functional Teams



## LEVERAGE DIGITAL AND TECHNOLOGY (TRANSFORMATION)

- Harness AI and Emerging Technologies
- Drive Digital Transformation

# Past Participant Profiles

## FUNCTIONS



19%

Information Technology Services



9%

Business Dev/Sales



12%

General Management



14%

Engineering/Design

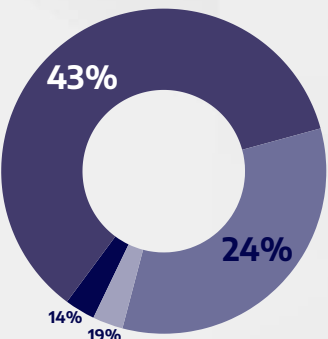


46%

Others\*

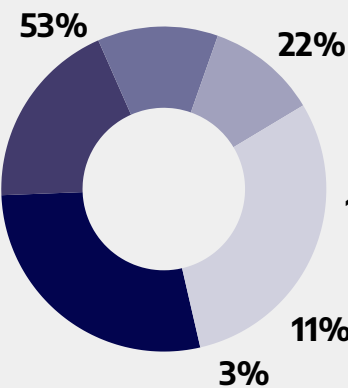
\*Others include Consulting, FMCG, Infrastructure, Publishing, and Retail, amongst others.

## WORK EXPERIENCE



- 11 - 15 Years
- 16 - 20 Years
- 21 - 25 Years
- 25+ Years

## INDUSTRIES



- Information Technology
- Manufacturing
- Banking/Finance
- Healthcare/Biotechnology/Pharmaceuticals
- Others

\*Others include Consulting, FMCG, Infrastructure, Publishing, and Retail, amongst others.



# Testimonials of Past Participants



## PRATHAP DAS

Director Sales

Academia & Government South Asia, Clarivate

“The programme emphasised depth of understanding rather than breadth of content. It helped us develop the ability to make meaningful applications to new problems and contexts. It included structured learning activities that, in a real or simulated setting, allowed learners to engage in problem-solving and inquiry based on their personal and work experiences, as well as real-world applications.”



## MUNI KUMAR PAPPOPPULA

Associate General Manager

HCL Technologies

“The simulation exercises and the capstone project were the highlights of the programme. They compelled us to assimilate the concepts taught in class, which were delivered in a commendable manner. The delivery by the IIM faculty was transformational, to say the least.”



## ATUL ARVIND LOTLIKAR

Practice Manager

Teradata

“The best part of this programme was the faculty, who were highly experienced and effective in their teaching methods. The way the entire programme was conducted was truly commendable. It was a privilege to learn from some of the great minds at IIM Kozhikode. Thanks to these brilliant individuals, without whom this experience would not have been possible.”



# Testimonials of Past Participants



## **ASHUTOSH SHRIVASTAVA**

Head Sales- Organised Trade & Alternate Channels  
Raymond Consumer Care Limited

“ The case study discussions led by the professors were excellent. Working on the project report and receiving clear guidance on how to approach it, along with detailed process explanations, was very helpful. Overall, the simulation module was outstanding. ”



## **JAY KUMAR DIBBAD**

Manager  
Capgemini

“ I am extremely happy to have completed the Senior Management Programme at IIM Kozhikode. I am impressed by the brilliant faculty and their ability to address real-world challenges faced by senior leaders. I have also learned a great deal from my co-participants. ”



## **BHARANI VENKATESH K**

Senior Manager -Operations  
Danfoss Industries (P) Ltd, Chennai

“ The programme has truly enriched my understanding and enhanced my problem-solving skills. It goes beyond surface-level learning, enabling me to apply insights to real-world challenges. Through structured activities and simulations, I have developed adaptability and innovation. Covering key topics like strategy, the curriculum provides practical outcomes that are applicable in various work settings. Overall, it has been pivotal for my professional growth, equipping me with the tools to thrive in today's business landscape. ”

# Testimonials of Past Participants



## **DR AMIT B KARAD**

Associate Director - Cipla Respiratory Strategy  
Cipla

“Excited to announce that I have officially completed my year-long Senior Management Programme at IIM Kozhikode! A heartfelt thank you to all my professors, classmates, friends, and family for their support throughout this journey. I am now ready to leverage this new knowledge to drive organisational success and foster personal growth.”



## **CHAITANYA GONDI**

Engineering Manager  
Experian

“I am truly grateful to the entire faculty and my peers at IIM Kozhikode for their unwavering support over the past year. The knowledge and experience I have gained here are invaluable, and I am excited to apply them in my future endeavors. This is just the beginning, and I look forward to continuing my journey of learning and growth in the years to come.”



## **KARAN JESWANI**

Offshore Tower Lead, Program Manager  
Birlasoft

“The intensive, year-long journey was a transformative experience, providing deep insights into strategic thinking, operational excellence, the intricacies of corporate finance, and the nuanced art of leadership. Under the expert guidance of renowned professors, including Venkataraman S. and Anandakuttan B. Unnithan, I gained a comprehensive understanding of diverse industry perspectives.”

# Testimonials of Past Participants



## DR SMITA GHOSH

Human Resources/Training  
CSRBOX

“In my view, the most valuable aspect of the IIMK Senior Management Programme was its seamless integration of theoretical knowledge with practical insights. As a participant, I greatly appreciated the opportunity to learn from distinguished faculty and industry experts through case studies and interactive sessions. The programme not only sharpened my strategic thinking and leadership capabilities but also facilitated meaningful networking with professionals from diverse backgrounds. Overall, it provided me with the skills, insights, and confidence to navigate complex business challenges and excel in leadership roles.”



## SRIKANTA PANDA

Senior Principal Consultant  
Enzen Global Solutions Pvt. Ltd.

“This programme has helped me enhance my skills in strategic decision-making across key areas such as finance, marketing, supply chain, and human resources. The case studies, integrated projects, and simulations have been particularly valuable in providing practical insights and hands-on learning.”



## DHANUSH RAJAVEL U

Senior Manager Product Development  
Bachelor of Engineering in Electronics and Communication

“It is a comprehensive 360-degree learning programme designed for senior managers, featuring a range of engaging case studies. The capstone programme was well-structured and organised effectively. Overall, it was an eye-opening experience, and I look forward to globalising our Indian perspectives.”

# Testimonials of Past Participants



## **NITIN RAI**

Senior Project Manager  
Microsoft Global Services Center (India) Pvt. Ltd.

“The programme content was of high quality, encompassing relevant topics and incorporating engaging case studies. Sessions were delivered by professors with subject matter expertise, offering practical insights that could be directly applied to our daily work.”



## **SOUVIK NAG**

President ( Sales & Marketing)  
Ardex Endura ( India) Pvt. Ltd

“All the modules were meticulously designed to first establish a strong foundation in management concepts and were subsequently reinforced through highly relevant case studies. The classroom learning, delivered by exceptionally talented professors with deep insights into business challenges and their resolutions, was immensely beneficial. Furthermore, engaging with peers from diverse industries provided a well-rounded perspective on contemporary business issues and the multitude of dimensions involved. The culmination of the programme at the picturesque IIM Kozhikode campus was a fitting conclusion to what has been a highly valuable and rewarding 12-month journey.”



# Testimonials of Past Participants



**RAJKUMAR SAINI**

Vice President

PMV Maltings Private Limited

“It is never too late to learn, and for me, this proved to be a golden opportunity to return to education. The programme offers the chance to learn from some of the most brilliant minds in the country, broadening one’s perspective and enabling more informed decision-making. The diverse cohort comprises individuals with experience across various fields, providing an invaluable wealth of knowledge at your disposal. ”

# Companies where the Past Participants have worked.



and many more....

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.

# Be the Leader You Aspire to Be

Redefine business excellence with immersive learning through engaging live online sessions and a six-days of immersion at the IIM Kozhikode campus.



**150+**

Hours of learning  
across 12 months\*



**10+**

Leading Faculty and  
Industry experts



**12**

Cutting-Edge  
Modules



**800+**

Alumni and Past  
Participants



**6**

Days of IIMK Campus  
Immersion\*\*

\*Programme duration could range from 11 to 13 months.

\*\*6-day immersion at IIMK Campus would be planned in two visits - 2 days towards the beginning of the programme and 4 days towards the end of the programme and accommodation available on single occupancy.

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 programme's desired outcomes.

“

This programme has been designed to help participants **strengthen their leadership capabilities to drive their organisation's growth and success** confidently. Gain advanced managerial skills, cross-functional acumen, creative problem-solving ability, data-savviness and an innovation mindset in this high-impact one-year learning journey.

**- Prof. Anandakuttan B. Unnithan & Prof. Venkataraman S.**  
Programme Directors

# High Impact Learning Journey



## Deepen Your Intellectual Capital

- World-class curriculum and teaching by leading faculty
- Peer-to-peer learning



## Manage Your Brand Capital

- Industry recognised, top-ranked IIM education on your resume IIM Kozhikode Executive Alumni Status



## Enhance Your Career Capital

- Accelerate your leadership career with cutting-edge insights
- Learn while you earn, and make new, life-long connections with experienced peers

## Programme Details

### ELIGIBILITY

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university (UGC/AICTE/DEC/AIU/State Government/recognised international universities) in any discipline
- By the Programme start date (Sept 28, 2025) the candidate should have minimum of 10 years of work experience (after graduation)

### ATTENDANCE

There is a prerequisite of 75% attendance for the successful completion of this programme.

### EVALUATION

The evaluation methodology is at the discretion of the faculty and includes online exams, case analysis, class contribution, assignments and any other components. Participants will have to secure the minimum pass marks in the respective evaluation components.



# Get Empowered with Key Takeaways



## Application Process

**Submit** the completed application form with all relevant enclosures/ attachments

**Submit Application**



**Review**

IIM Kozhikode will review applications and **shortlist candidates**

All shortlisted candidates will be emailed the **offer letter**

**Offer Letter**



**Block Seat**



Block your seat by paying the booking amount

Academic Orientation  
**Oct 12, 2025**

First Academic Session  
**Oct 26, 2025**

Live Online Sessions\*

**The Platform Classes are about 3 hours duration every Sunday in the time slot of 2:30 PM to 6:00 PM, with a short break in between.**

Note: Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances due to time zone differences, some session with industry experts can be at a different hour.

# Payment Structure

Programme Fee: **INR 6,23,000 + GST** (exclusive of application fee)

Application Fee: **INR 3,000 + GST**

Technical Orientation : **Sept 28, 2025**

Academic Orientation : **Oct 12, 2025**

Classes Start on : **Oct 26, 2025**

Note:

- GST (currently @ 18%) will be charged extra on these components. Additional convenience charges will be applicable on instalment payments.
- 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.
- If a programme session corresponds with a public holiday, the session will be held on the following weekend.
- The in-class experience of face-to-face interaction with the faculty provides an opportunity for immersion in the Institute's academic environment. Both immersion visits are mandatory for all participants.
- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are not filled in the initial rounds.

## Payment Process



### Option 1

Flexible payment option in easy instalments



### Option 2

Low-cost EMI loan options available

# 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 29-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. It further improved its position by 9 spots to reach Global Rank #68 in 2024. 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**

In India, #70 Global Rank,  
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, organisations, 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.

# 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

## ✓ 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+



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\*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)**



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