



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



STRATEGIC HUMAN RESOURCE MANAGEMENT

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

BATCH 4

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 21st century business makes us believe that this is a legitimate aspiration.

Investing in the well-being, training and satisfaction of an organisation's Human Resource assets is of paramount importance, as people are an organisation's biggest asset, driving both creation and execution of strategy, and leading transformations within the organisation. Without a happy workforce, an organisation will soon find itself lagging in key performance parameters, both in revenues and operations. Investment in human capital has seen a surge in recent times, necessitated by the change in ways of working due to the pandemic. This need has seen the demand for trained human resource managers increase exponentially. To address this market need, the Indian Institute of Management Kozhikode has launched the Strategic Human Resource Management programme. This programme will train Mid & Senior-level HR and talent management professionals, Business Heads and other HR Executives both on a macro and micro level, in topics such as Understanding Individuals and Behaviours, Strategic HR Management, Organisation Design, Employee Mental Health and Well-being and much more. This curriculum is designed keeping in mind the current gaps and needs that the industry is facing.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee,
Director IIM Kozhikode



Overview

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

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

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

“
By putting the employee first, the customer effectively comes first by default, and in the end, the shareholder comes first by default as well.

- Richard Branson
(Founder of the Virgin Group)

”

Who is this Programme for?

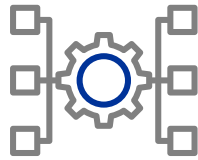
The Strategic Human Resources Management is designed for:

- Mid & Senior-level HR and talent management professionals keen to transition to leadership positions and play an influential role in shaping the organisation's strategic HR initiatives.
- Business Heads and other HR Executives looking to gain insight into contemporary strategic HR best practices to propel business growth.

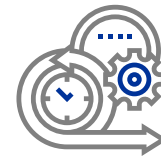


Programme Highlights

This programme will help participants gain a deep insight into the future workforce and the critical role of evolving HR professionals as strategic business partners.



A highly strategic and tactical programme to understand the role of HR in a changing global workplace



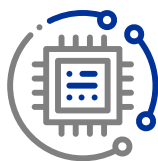
Learn from eminent IIM Kozhikode faculty



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



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



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



Be eligible to receive Executive Alumni Status of IIM Kozhikode

Programme Coordinators



Prof. Roopak Kumar Gupta

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

Prof. Gupta is a Fellow of the IIM Indore. His primary research area is in the domain of Employee innovative behaviour, creativity, personality, and leadership. He has published his research work in reputed national and international journals and presented it in globally acclaimed management conferences. He has been the recipient of the Society for Industrial and Organisation Psychology (SIOP) International Research and Collaboration small grant. In addition, he is a trained practitioner in enhancing interpersonal effectiveness at the workplace, specifically through psychometric tools. His sessions are highly appreciated by industry practitioners and academia. Prior to IIM Kozhikode, he had rich experience in academics and the corporate world with stints at ICICI Lombard and Ashok Leyland.



Prof. Prantika Ray

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

Prof. Ray is one of the only nine global awardees of the prestigious Paul R. Lawrence Fellowship at the North American Case Research Association 2021. She has earned her PhD (fellow) in Human Resources Management (HRM) from the esteemed Indian Institute of Management Ahmedabad. She has developed and taught several courses to postgraduate students across various institutes. She has worked in various capacities in multiple consulting assignments in public-sector and private-sector companies across the globe. She has co-authored numerous case studies that are registered with the Harvard Business School Publishing and Indian Institute of Management, Ahmedabad Case Centre.

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



Learning Outcomes

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



Comprehensively understand the evolving role of HR in the context of global workforce landscape and the role as a strategic business partner.



Gain insight into newer business models and their alignment with HR strategy.



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



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



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

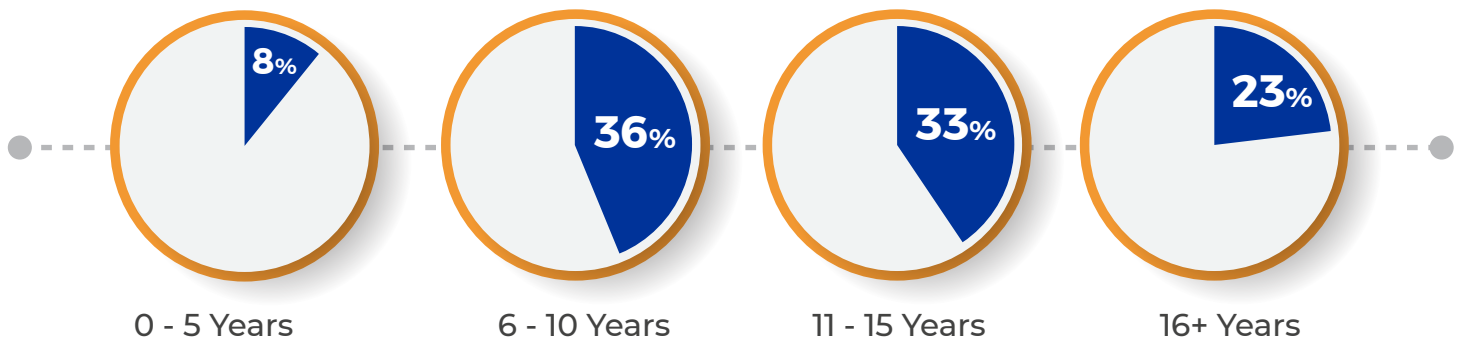
“Everyone talks about building a relationship with your customer. I think you build one with your employees first.”

*- Angela Ahrendts
(Former Senior Vice President, Apple)*

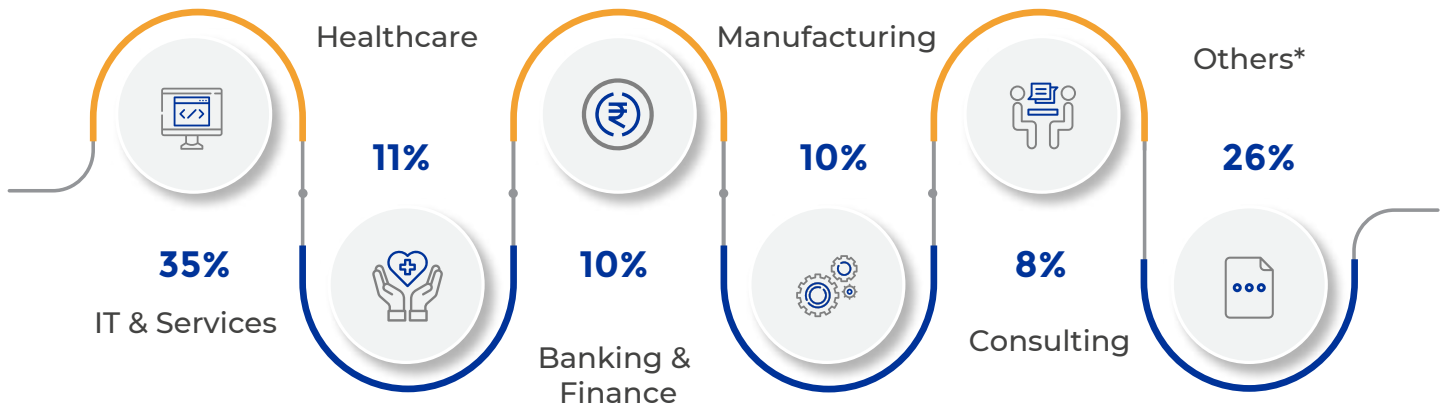


Past Participant Profiles

Work Experience

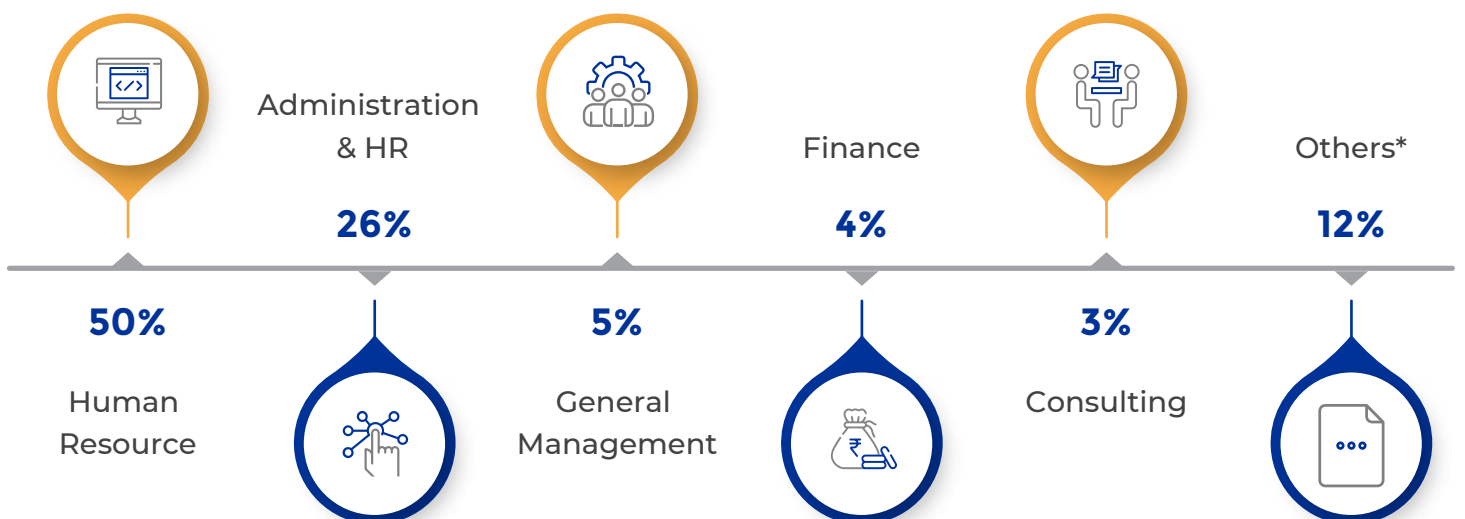


Industries



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

Participant Job Functions



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

Programme Modules

MODULE 1: Understanding Individuals and Behaviours

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

MODULE 2: Introduction to Strategic Management

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

MODULE 3: Organisation Design

- Organisation Structure
- Organisation Culture

MODULE 4: Strategic HR Management

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

MODULE 5: Team Effectiveness

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

Holistic Curriculum

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



MODULE 6: Leadership at Work

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

MODULE 7: Negotiation and Conflict Management

- Managing conflicts effectively
- Negotiation Essentials
- Mastering Negotiations

MODULE 8: Contemporary Workplace Challenges

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

MODULE 9: Mental Health and Well-being

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

MODULE 10: HR Analytics

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

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

Note:

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

- Recordings from live sessions will be available to the participants for the duration of the programme.



Capstone Project

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

Case Studies



FMCG



Consulting



IT



Healthcare



Hospitality

Certificate

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

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



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

IIM Kozhikode Executive Alumni Status

Upon completion of the programme, participants will need to register with a registration fee to receive the prestigious IIM Kozhikode Executive Alumni Status

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

Eligibility

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline with a minimum of 50% marks as on Dec 30, 2022
- Candidate must have 5 to 15 years of work experience
- SOP is mandatory for the applicants (250-300 words)

Note: Candidates with HR background are preferred

Evaluation

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



Programme Details

Programme Fee INR 1,75,000 + GST

Instalment Schedule

	Remarks	Fee
Booking Amount	Within 7 days post selection	INR 18,000 + GST
Instalment I	Jan 4, 2023	INR 26,000 + GST
Instalment II	May 5, 2023	INR 79,000 + GST
Instalment III	Sept 5, 2023	INR 52,000 + GST

Note:

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

Round-wise Application Dates

	Application Fee	Dates
Round 1	INR 1,500 + GST	Nov 03, 2022
Round 2	INR 2,000 + GST	Nov 30, 2022

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

Programme Schedule

Academic Orientation

January 8, 2023

Live Online Sessions

3 hours / Weekend
Sunday 3:30 PM to 6:30 PM

Programme Application Link

[Click here](#) to apply to the programme.

Finance options available.
[Click here](#) to learn more.

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



Application Requirements

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

1. Your Photo ID Proof:

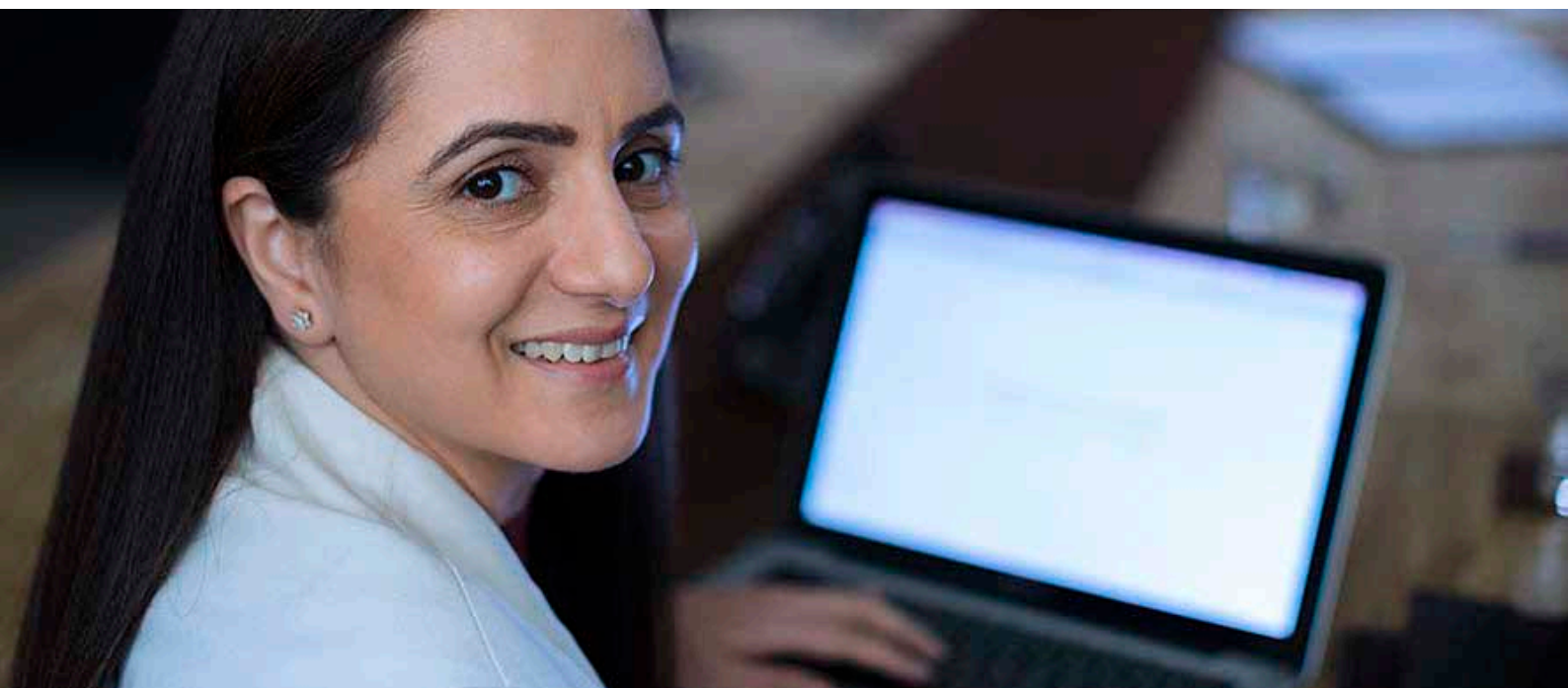
- You can submit a scanned copy of **ANY ONE** : PAN Card or the first two pages of your Passport.

2. Your Graduation/Degree:

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

3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme.
- You can confirm the minimum work experience requirement of a programme under the heading '**Eligibility**' in the brochure or the programme website
- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.
 - These documents must be issued by your company.
 - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company.



System Requirements

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



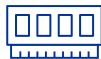
Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth



Webcam: built-in or USB plug-in



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



RAM: 4 GB or higher



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



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



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



Zoom software client installed on your PC/ Laptop/ Mac

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

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

We recommend that you attend classes from a PCs/ Laptops/ Mac.

About IIM Kozhikode



IIM Kozhikode is ranked 5th as per the latest NIRF India Rankings 2022: Management. The Institute ranked No.2 in the CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) released recently by the Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK). Since its inception, IIM Kozhikode has successfully carved its niche in management education through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.

About Emeritus

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

Apply for the programme here

APPLY NOW

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

 [WhatsApp an advisor on +91 74120 81081*](https://wa.me/917412081081)

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

In collaboration with



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