



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

SENIOR MANAGEMENT PROGRAMME

Starts March 30, 2022 | Executive Alumni Status
1 Year, Live Online & In-campus Immersion



REIMAGINE YOUR CAREER IN A CHANGING WORLD

Overview

Give your career the boost it needs

It's the right time to accelerate your leadership journey and drive change in your organisation. In this post-pandemic world, to be an exceptional leader, you need to immerse in areas like finance, strategy, and digital in order to survive in today's volatile and ambiguous landscape. This is what will catapult you to pivotal roles where you manage cross-functional teams, shape the business direction and be an effective change agent. It's now time to lead with a more significant impact and deliver more!

To cater to this demand for new-age leaders, the Indian Institute of Management Kozhikode has designed the **Senior Management Programme**. This is a world-class, career-forming programme that has bridged the gap for many. Joining this programme will help you develop a global perspective coupled with future-ready strategic thinking and data-driven decision-making skills. Here's your chance to boost your growth by learning from the best.

Starts On

March 30, 2022*

Duration

1 Year

Format

Live Online Sessions &
In-campus Immersion

Programme Fee

INR 5,35,000 + GST

**Begins with an introduction to the platform*

93%

CEOs seek to invest more in digital transformation as they see it as integral to build "fit-for-future" organisations.

Source: Business Standard, 2021

85%

CEOs are seeking operational efficiencies to drive growth. The pandemic has deepened the need for improved operational efficiencies and alternative business models.

Source: PWC Report, 2021

90%

CEOs surveyed are significantly increasing their investment in leadership and talent development for the next three years.

Source: PWC Report, 2021

Who is this Programme for?

Designed for those with the desire to lead



This programme is designed for professionals looking to up their leadership quotient and understand the latest growth strategies by enhancing knowledge in domains such as finance, strategy, and digital transformation, among others.

Senior professionals pursuing advancement in their leadership capabilities to gain well-rounded business perspectives and create bigger business impact, and mid-level executives aspiring to move to senior management roles by expanding their skill sets of leadership and strategy will benefit from this programme.



Programme Highlights

Bridge the gap from functional to a leadership mindset



Live Online Video
Lectures



Assignments



Real-world Case Studies/
Examples



Simulations & Capstone
Project



5-Day Campus
Immersion



Sessions by Industry
Experts



Peer-to-peer
Learning



Executive Alumni
Status

“

Leadership is hard to define but if you can get people to follow you to the ends of the earth, you're a good leader.

- Indira Nooyi, CEO, Pepsico

”

Programme Directors

Let stalwarts be your compass



Prof. Anandakuttan B. Unnithan, PhD

*Professor, Marketing Management
Dean (Faculty administration and Development)*

Prof. Anandakuttan B. Unnithan obtained his PhD in Marketing from Cochin University of Science and Technology. In his two decades as an educator, his work has spanned consumer behaviour, services marketing, and advertising. 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

*Assistant Professor, Strategic Management
Chairperson, IIMK Kochi Campus*

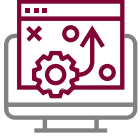
Prof. Venkataraman has an MBA and PhD from IIM Calcutta and is a Visiting Doctoral Scholar at S. C. Johnson School of Business, Cornell University. Previously, he was a Senior Director at CRISIL. In the past two decades, he has acquired experience in corporate sustainability, business strategy, credit risk ratings, credit analysis, and franchise development. 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 provided closer to programme start date.
- Eruditus global faculty sessions could be scheduled on a different time zone, depending on speaker availability.

Enhance your Leadership with a Holistic Learning Journey

Redesign your skill sets



Create Growth (Strategy)

- Formulate and drive business strategies
- Create and implement growth strategies
- Find and retain new markets



Operate Seamlessly (Operations)

- Create new and productive business models that enhance the workflow



Stay Viable (Finance)

- Manage profitable P&L accounts
- Develop strategies that can strengthen revenue and working capital



Master Self, Lead Others (Leadership)

- Lead business functions
- Efficiently manage cross-functional teams
- Develop skills to usher in waves of transformation in your organisation

Programme Modules

Explore holistic curriculum



MODULE 1: STRATEGIC THINKING

- Challenges of General Management
- Applying the Lens of Strategic Thinking
- The Process of Strategic Thinking
- Journey of transition to Senior Management

MODULE 2: STRATEGIC ANALYSIS

- Strategic Analysis - External and Internal Analysis
- Competitive Dynamics and Strategic Manoeuvres
- Building a Vision and Strategy
- Implementing Strategy

MODULE 3: LEADING STRATEGIC CHANGE

- Why Organisations Change? The Need and Context of change
- Diagnosis, Planning & Implementing Change
- Resistance to change/ Managing Resistance

MODULE 4: ECONOMICS FOR BUSINESS

- Managerial Economics
- Industrial Organisation
- Business Environment
- Macroeconomic Policies & Business Implications

MODULE 5: STRATEGIC SUPPLY CHAIN MANAGEMENT

- Operations Planning
- Managing Inventory in the Supply Chain
- Network Design and Optimisation
- Contracting and Integration

MODULE 6: FINANCIAL ANALYSIS

- Understanding Modern Financial Statements
- Financial Statement Interpretation and Analysis
- Cash Flow Statement & Analysis
- Cost Volume Profit Analysis & Transfer Pricing/Cost Budgets

MODULE 7: CORPORATE FINANCE

- Investment Criteria and Capital Budgeting
- Working Capital Management
- Introduction to Valuation and Value Drivers
- Mergers, Acquisitions, and Divestitures with Financial Implications
- Strategic Business & Risk Analysis

MODULE 8: STRATEGIC MARKETING

- Marketing for Competitive Advantage
- Customer Relationship Management
- Creating Brand Loyalty and its Management
- Managing Channels and Other Supply Chain Partners

MODULE 9: STRATEGIC HUMAN RESOURCE MANAGEMENT

- Strategic Human Resource Management
- Performance Management
- Managing Self & Others
- Coaching and Mentoring/ Learning and Development

MODULE 10: DIGITAL TRANSFORMATION & ANALYTICS

- Digital Transformation and Analytics
- Digital Marketing and Social Media analytics
- Business Analytics, AI & ML

MODULE 11: CONTEMPORARY THEMES IN MANAGEMENT

- Managing Global Business - Strategic Issues, Corporate Sustainability, Business & Sustainability, Managing for Values, etc.

MODULE 12: LEADERSHIP MODULE (IN CAMPUS/ONLINE)

BUSINESS SIMULATIONS

During the programme, as a part of certain modules and/or separately, participants will be engaging in business simulation exercises that give them the opportunity 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, make resource allocation and other such decisions as part of series of managerial actions. The simulation exercises typically happen in a competitive setting with other groups also 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.

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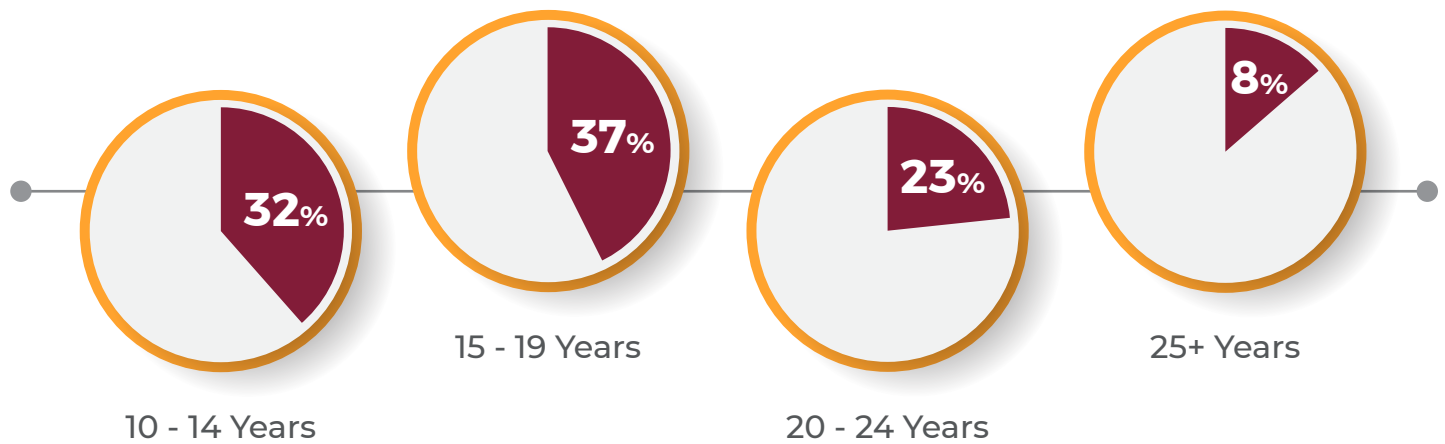
Leadership is about making things better because of your presence and then making sure it lasts in your absence.

- Sheryl Sandberg, COO, Facebook

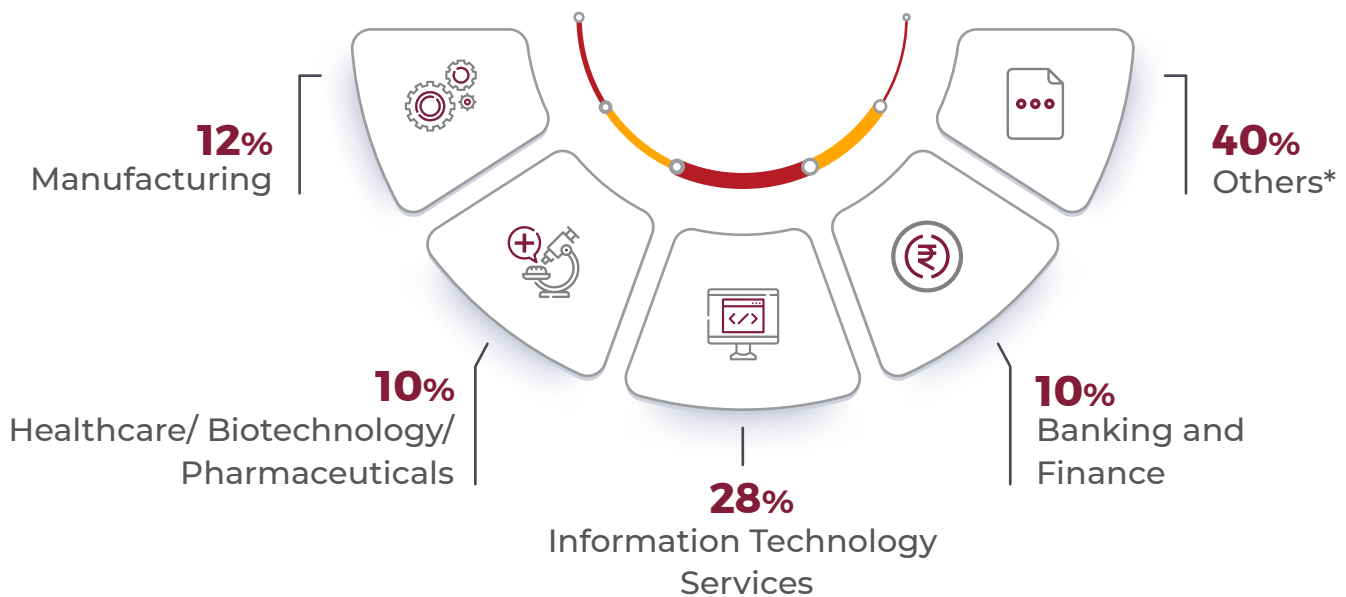
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Past Participant Profiles

Work Experience



Industries



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

Functions



*Others include Consulting, Manufacturing, Operations, and R&D, amongst others.

Past Participant Testimonials

“I work as a Zonal Sales Manager handling Telangana state for Samsung at Hyderabad. I chose this programme to upgrade myself personally and professionally as well as to excel within the organisation. This programme helped me make the right decisions at work, develop negotiation and cross-functional team management skills and helped in conflict management. The IIM Kozhikode faculty helped me learn quickly. The examples used were helpful and made a difference professionally. Eruditus organised the classes effectively, the virtual teams were handled well, and peer learning helped exchange knowledge. I will recommend this program to my friends and colleagues because it is beneficial to upgrade oneself.”

Kiran Kumar G

Zonal Sales Manager, Samsung



“I got to learn from the experienced faculty of IIM Kozhikode. The programme helped me change my perspective regarding approaching a problem. The programme helps to look at a holistic picture when dealing with a situation at work. The interaction with participants from different areas of expertise provided a boost to the learning experience.”



Dhanya M

Former DGM, Design Head, Crocodile SP Apparels Ltd

“The programme added value by helping me to unlearn and learn new approaches. It has brought changes in my perception towards a problem, understanding the science between few systematic approaches we follow already. The course modules were great, and I have learnt a lot from the faculty and peers. It was a unique combination of research mindset, faculty and peers from different industries. This course has helped me to understand how various departments approach a problem differently. It has also helped me to understand, communicate, negotiate with different departments more effectively.”

Arvind Palaniappan

Senior Manager, Accord Global Technology Solutions



Learning Outcomes

Create a level shift in your ability to know and lead



01

Evolve from a managerial to a leadership mindset



02

Understand the market, anticipate the future, and devise winning business strategies



03

Enhance skills to lead digital transformation in your organisation



04

Develop financial strategies and manage profitable P&L accounts



05

Strengthen interpersonal effectiveness and the ability to manage large teams



06

Efficiently manage cross-functional teams

Programme Certificate

Receive industry-acknowledged recognition

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.



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

Eligibility

Graduates/ Diploma Holders in any discipline from a recognised university with minimum 10 years of work experience (after graduation).

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.

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.

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

Programme Details

Programme Fee INR 5,35,000 + GST

Instalment Schedule

Particulars	Remarks	Fee
Booking Amount	Within 7 days post selection	INR 54,000 + GST
Instalment I	Apr 4, 2022	INR 1,07,000 + GST
Instalment II	Jul 5, 2022	INR 2,14,000 + GST
Instalment III	Oct 5, 2022	INR 1,07,000 + GST
Instalment IV	Jan 5, 2023	INR 53,000 + GST

Note:

- The actual programme schedule will be announced closer to the programme start
- Occasional change in session day/ timing may happen for exceptional reasons or some public holidays, at Programme Coordinators' discretion
- GST (currently @ 18%) will be charged extra on these components

Round-wise Application Dates

Particulars	Application Fee	Dates
Round 1	INR 2,500 + GST	Feb 14, 2022
Round 2	INR 3,000 + GST	Mar 3, 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

- Will be announced before start date

Introductory Session

- April 16, 2022

Live Online Sessions

- Saturday
Session 1: 2:00 PM to 3:30 PM
Break: 3:30 PM to 4:00 PM
Session 2: 4:00 PM to 5:30 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@eruditus.com

Note: In case a programme session corresponds with a public holiday, the session would be held on the following day.

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** of: PAN Card or the first two pages of your Passport.

2. Your Graduation/Degree:

- You can submit a scanned copy of **ANY ONE** of: 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 PC/Laptop/Mac.



About IIM Kozhikode

IIM Kozhikode ranks 15th in Asia Pacific and #101+ globally in the QS World University Global Executive MBA Rankings 2020. Since its inception, IIM Kozhikode has successfully carved its niche in the area of 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 Eruditus

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.



Apply for the programme here

APPLY NOW

For registration and any other information, please get in touch with us at iimk@eruditus.com

 [WhatsApp an Advisor On +91 7208889990*](https://wa.me/917208889990)

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



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EXECUTIVE EDUCATION

