



THE IIM KOZHIKODE ADVANTAGE

From the Director's Desk...

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 nearly 27-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.

This general management program aims to provide participants adequate knowledge of and reasonable familiarity with the important principles, concepts, theories and practices of modern management so as to inform and equip them better to handle greater managerial responsibilities in an increasingly complex and competitive work environment. The course contents have been strategically curated to include not only the foundational topics, but also an appreciation of the critical integrative aspects such as leadership, communication, legal environment, ethics and responsible business. A special capstone element of this program is the module that aims to bring participants up to speed on a few of the globally important emerging business trends and themes.

By the end of the program, the participants would be equipped to apply management theory in their areas of work. They would be exposed to management concepts as well as recent developments and advances in the broad field of management.



Debashis Chatterjee

Prof. Debashis Chatterjee,



PROGRAM OVERVIEW

Develop General Management Skills to Broaden Your Strategic Business Understanding

Working professionals today are expected to deliver quick returns to their organization by successfully managing the internal departments and various business processes. For this reason, organizations look out for professionals with four key skills - Visionary Leadership, Strategy & Development, Negotiation and Conflict Management and Team-building & Interpersonal Skills. Thus, it becomes imperative for working professionals to expand their horizon in order to identify the evolving opportunities, traverse the economic environment and meet the greater managerial responsibilities.

Whether you are a leader or just willing to enhance your general management skills, this program by IIM Kozhikode becomes a mandate element of your CV to accelerate your business journey along with personal growth. To let you contribute beyond your field of functional expertise, this program adds leverage to your leadership and communication skills, learning of aspects like legal environment, ethics, responsible business and globally important emerging business trends and themes.

KEY TAKEAWAYS

- Dedicated module on business leadership
- Certificate of Completion from IIM Kozhikode
- 1 In-Campus immersion module at the end (3 days) of the programme providing participants the opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India, set during lush green hills and surroundings.
- Discussions on emerging themes such as Industry 4.0 that have the potential to reshape businesses worldwide.
- Participants successfully completing the program will qualify for Executive Alumni status from IIM Kozhikode

WHY TALENTEDGE

- Fully Online Program with LIVE online interactive lectures that provides a "real" classroom experience in a "virtual" environment
- Transmit lecture videos effectively at home broadband connection of 512 kbps
- No expensive software/hardware installations required at your end
- Active interactions with other fellow students and faculty
- Convenient weekend schedules to suit working professionals
- "On Demand" access to the recorded session
- With TALENTEDGE's Cloud Campus get access to program presentations, assignments & other reference materials. Students can raise questions & doubts either real time during the live class or offline
- Learn from Anywhere - No need to travel to an institute or training center

WHO SHOULD ATTEND

WORKING PROFESSIONALS - Who aspire to or are expected to move to middle management

TEAM LEADERS - Who are responsible to manage internal departments and business processes

PRACTICING MANAGERS - Who wish to undergo a structured learning intervention in the management concepts, theories, practices and developments

ASPIRING MANAGERS - Who have functional experience and technical/domain skills and want to broaden their horizons through academic interventions

ELIGIBILITY

For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline

Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 10 Years of work experience at the time of applying for this program

For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country

Proficiency in English, spoken & written, is mandatory

WORK EXPERIENCE

Minimum **4 years** of work experience

PEDAGOGY

The delivery would comprise a mix of live virtual lectures, discussions, case studies and experience sharing. The pedagogy and program design are oriented to catalyze learning through association, discussion and reflection. Participants may be encouraged for application of their learning to live situations at work, and share the experiences. Peer learning is a key pillar of the process. Take-home projects may be assigned in certain modules. All enrolled students will be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments. Throughout the duration of the program, students will have the flexibility to reach out to the professors real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

FACULTY



Prof. Venkataraman S

Ph.D IIM C, Visiting Doctoral Scholar, Cornell University,
USA, PGDM IIM Calcutta

Prof. Venkataraman is a Fellow (and MBA) of Indian Institute of Management Calcutta, and has been a Visiting Doctoral Scholar at S. C. Johnson School of Business, Cornell University, USA. Prior to joining academics, he has worked in the industry for around 20 years serving in various leadership positions. His specializations include corporate sustainability, international business, and entrepreneurship. He was formerly a Senior Director at CRISIL Ltd, the largest rating agency in India and a subsidiary of the globally recognized rating agency Standard & Poor's. Over a span of 20 years, Venkat led various businesses within CRISIL and garnered extensive experience in credit ratings, advisory services, equity grading's, risk management, credit risk models, business restructuring, valuation, infrastructure privatization, securitization and corporate governance evaluations. He has been closely involved with CariCRIS, the world's first regional credit rating agency based in the Caribbean, having served as its founding CEO and Chief Rating Officer of CariCRIS from 2004-2007.



Prof. Arqum Mateen

Ph.D. IIM C, PGDM IMT Ghaziabad

Prof. Arqum Mateen is a Fellow (Ph.D.) of Indian Institute of Management Calcutta, where he was the recipient of Satish K. Sehgal Doctoral Student Award for Scholarship and Organizational Citizenship. He has worked in energy, information technology, and pharmaceutical industries. He has trained thousands of managers and senior executives from some of the most reputed Indian and international organizations, including several Fortune 500 companies. His research, teaching, and training interests include understanding business models, the role of technology in business and supply chains, strategic role of operations and marketing in establishing sustainable competitive advantage, as well as capability development in organizations and value chains. He has published several cases, and his multiple award-winning research has been published in many reputed international journals like Decision Support Systems, Decision Sciences, Transportation Research Part-E, Annals of Operations Research, Marketing Intelligence and Planning, International Journal of Production Research etc.

SYLLABUS

Module 1 : Statistics For Business

- Basic Statistics
- Data Analysis

Module 2 : Economics

- Managerial Economics
- Business Environment

Module 3 : Marketing

- Marketing Fundamentals
- Sales & Distribution Management

Module 4 : Accounting and Financial Management

- Accounting Fundamentals & Financial Statement Analysis
- Basics of Financial Management

Module 5 : Organizational Behavior and Human Resource Management

- Introduction to Organizational Behavior
- Role of Individuals, Teams and Organizations
- Managing People

Module 6 : Operations and Supply Chain Management

- Process Analysis
- Supply Chain Coordination
- Inventory and Risk Management

Module 7 : Strategic Management

- Strategic Management Fundamentals
- International business strategy

Module 8 : Emerging Themes

- Industry 4.0 & Digitization – Impact of Digitization, Developments and Strategizing, Recent Developments and Future
- Entrepreneurship - Lessons in Entrepreneurships, Social Entrepreneurship

Module 9 : Business Leadership

- Leadership - Introduction, Changing Roles and Expectations, Various Forms
- Business Law - Laws of and in Business, Their Impact and Importance
- Communication – Its Role in Business, Basics, Styles and Impact
- Responsible Business - Triple Bottom Line, Corporate Governance, Recent Advances

Modules/topics are indicative only, and subject to change at the discretion of programme coordinators. The suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile & programme hours for maximum benefit to the participants.

In-Campus Component

The dates for the In-Campus immersion session to be held at IIM Kozhikode will be communicated in due course. Attendance to the in-campus module is **MANDATORY** for all participants. The in-campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In case the current situation maintains the status quo, adequate alternate options with regards to the in-campus modules will be made available via online sessions.

TESTIMONIALS



Nikhil Sehgal

Knowledge Management Analyst
World Bank

I've been a part of the workforce from past 7 years across industries including Ed.Tech., media, banking, etc. and currently working with the World Bank. Throughout my corporate journey, I've been extremely passionate about learning and I've taken a few online certification courses but this General Management program was the best deal I cracked with Talentedge and IIM Kozhikode. Talentedge, in my opinion, is one of the best platforms for online courses which offers the best learning experience from a career perspective.



Sanjeev Mohan

Asst. General Manager
Havells India Ltd.

I did my MBA in 1997 and have been working for the past 23 years during which there have been so many changes in context of technologies, business practices etc. that now it has become a 'water over head' sort of a situation. Hence, it was essential to upgrade myself to keep up with the changing times. The General Management program from IIM Kozhikode and Talentedge has helped me to sharpen my managerial and leadership skills to face the challenges of the industry. The journey has been highly interactive with a lot of learning and I'm definitely at a better place now than I was at the beginning of this year.



Milton Simons

Team Leader
Tech Mahindra Business Services

The reason why I got into this program is because I felt there is a mild stagnation creeping into my career. Having more than 20 years of experience, I'm now witnessing a massive influx of new blood into the workforce, enforcing senior professionals like myself to be on our toes in order to keep up with the competition.

Since I've taken this course and I've updated my knowledge, it has put me up the order in terms of recognition because it portrays that I'm serious about learning and upskilling myself.

This is the reason why upskilling is highly important for the ones who have been a part of the workforce for more than a decade as even the education and concepts of management have changed drastically since the time we pursued our masters. So when I came across this opportunity to enhance my knowledge, skills and expertise, offered by Talentedge & IIM Kozhikode, I realized now is the time to go for it.

ASSESSMENT & CERTIFICATE

A minimum of 75% attendance is a prerequisite for the successful completion of this program. The program may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the program to actual organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components. Evaluation methodology is the discretion of the faculty.



The methodology includes online exams, case analysis, class contribution and any other component as decided by the faculty. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.

PROGRAM DETAILS

- Program Commencement: **18th November, 2023**
- Schedule of classes: **Saturday from 06.30 p.m. to 09.30 p.m.**
- Duration: **12 Months**

PROGRAM FEE

- For Indian Residents: **INR 2,27,000 + GST**
 - For International Residents: **USD 4400**
- Installment 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 widest range of academic programs in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education.



IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum. IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK). IIM Kozhikode also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive program providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes for the past two decades, training more than 41000 participants from 150+ organisations - which also includes several Fortune 500 companies - in the process.

ACCREDITATIONS



ABOUT TALENTEDGE

Talentedge is an Ed-Tech firm. We are the first to bring 'Live & Interactive' anywhere learning in digital format. Jointly with world's leading institutes and corporates, we offer courses to working professionals, enabling them to plan their future course of action and fast track their careers. We enable working professionals to plan their future course of action and fast track their careers. Talentedge is changing the way India learns. We are also one of the first Ed-Tech organizations to be credited with an ISO: 9001-2008 certification.

FOR MORE DETAILS

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