



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



GENERAL MANAGEMENT PROGRAMME FOR BUSINESS EXCELLENCE

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

BATCH #3

FAST-TRACK YOUR CAREER IN THE 21ST CENTURY WORKPLACE

Overview

Ready to quickly take the lead in the 21st century workplace?

The business landscape has changed significantly in the last few years with the advent of disruptive operating models, new revenue streams, digital citizens and increased uncertainty. To succeed in the dynamic workplace, young and experienced leaders would need to redefine business excellence for these times and efficiently tackle four change drivers:

Professionals who win in the 21st century workplace will be those who master the basics and learn new concepts to tackle these change drivers with ingenuity and resilience. The **General Management Programme for Business Excellence** from IIM Kozhikode and Eruditus Executive Education is a highly relevant programme for today. The programme is designed to reflect the current challenges, opportunities, and management practices, and deliver integrated learning. It will provide critical perspectives to the participants and enable them to grow to leadership positions.

Starts On

March 30, 2022*

Duration

10 Months

Format

Live Online Sessions

Programme Fee

INR 1,69,500 + GST

**Begins with an introduction to the platform*



Managing every day profitably



Steering the business to growth



Using data and retaining customers



Creating innovative value in the market

Who is this Programme for?

The 21st century workplace mindset upskills “strivers” into “winners”

In the new workplace, strivers react to changes whereas winners respond to changes intelligently, manage to learn and take the leap. They can do this due to world-class functional acumen, leadership and strategy capabilities, data-saviness, and an innovation mindset.

This programme is most-relevant for the following professionals.

- Early-stage professionals looking to get a management education to make a career shift to new domains/functions/roles
- Mid-level professionals seeking to develop and enhance managerial capabilities and leadership traits
- Senior management professionals looking for the skills and business acumen to take their organisations to the next level
- Entrepreneurs and small business owners looking to lead their businesses in the digital age

Only 18% of organisations globally cite significant progress in establishing an upskilling programme.

SOURCE: PWC, 2020



Programme Highlights

The 21st century workplace requires business grounding + breakaway innovation!

What better place to integrate the learning for today's market than at IIM Kozhikode, India's 4th Best Management School as per the NIRF 2021 rankings released by the Ministry of Human Resource Development. Be part of a powerful, new-age programme that will help you stay relevant and make the leap in a modern, tech-centered business world.



10 months of immersive and interactive learning on the Eruditus Platform



An invigorating mix of lectures, hands-on exercises, case studies and assigned readings



Explore digital business models, virtual environment, and business analytics



Designed and delivered by distinguished IIM Kozhikode faculty and Eruditus Industry Experts*



Learnings via multiple simulations and a capstone project



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

**Eruditus Industry Experts sessions could be scheduled on a different time zone, depending on speaker availability.*

Programme Director

Our distinguished IIM Kozhikode and global faculty come with in-depth academic and industry experience. Through concepts and real-world cases, they prepare you for the dynamic and evolving work environment.



Prof. Sudershan Kuntluru, PhD

*Professor
Finance, Accounting and Control*

Sudershan Kuntluru is a faculty in the Finance and Accounting area. He specialises in teaching financial accounting, financial reporting & analysis and strategic financial management to executive participants. His research interests include impact of accounting reporting on capital markets, auditor independence and corporate governance. He currently researches on forensic accounting related topics. He has published his research work in finance and accounting journals.



Prof. Praveen Sugathan

*Assistant Professor
Marketing Management*

Praveen Sugathan specialises in the firm-customer interfaces which are facilitated by new technologies and media. His past research includes investigating customer responses after co-creation, how customers spread and engage with word-of-mouth. He currently researches in revival of creative industries. Most of his research are published in top 10 marketing journals.

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

Programme Modules

MODULE 1: FOUNDATIONS OF MANAGEMENT

- Principles of Management
- Mission and Vision

MODULE 2: ECONOMICS FOR BUSINESS

- Micro Economics
- Macro Economics

MODULE 3: FINANCIAL ANALYSIS AND MANAGEMENT

- Understanding of Financial Statements
- Analysis of Financial Statements
- Cost Volume Profit Analysis
- Time Value of Money and Cost of Capital
- Capital Budgeting

MODULE 4: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- Supply Chain Management
- Service Operations
- Project Management
- Digital Operations
- Lean Systems

MODULE 5: MARKETING MANAGEMENT

- Understanding Consumer
- Competition Analysis
- Product and Brand Management
- Virtual Life
- Marketing Strategy
- Digital Marketing

Programme Modules

MODULE 6: PEOPLE MANAGEMENT

- Micro Organisational Behaviour
- Macro Organisational Behaviour

MODULE 7: STRATEGIC MANAGEMENT

- Strategic Framework
- International Business
- Business Models
- Entrepreneurship and Innovation
- Strategy Management and Implementation

MODULE 8: BUSINESS LEADERSHIP

- Business Leadership & Influence
- Negotiation Skills
- Business Law
- Corporate Governance

MODULE 9: DIGITAL TRANSFORMATION

- Managing Digital Transformation
- ML, AI, Big Data and IoT – Applications to Business
- Digital Business Models
- Managing Platforms

MODULE 10: BUSINESS ANALYTICS

- Statistical Methods for Decision making
- Advanced Analytics
- Data Visualisation

MODULE 11: DESIGN THINKING

- Design Thinking Framework
- Design Thinking for Products & Services
- Design Thinking & Innovation

Holistic Curriculum

From management fundamentals to financial viability. From strategy to leadership. From analytics to innovative thinking. This programme truly makes you market-ready in today's data-driven, tech-centric, dynamic business world. Faculty may use real-world case studies as per module requirement. Considering the scope of the programme all topics will not be accompanied by reading materials.

Note:

- Multiple simulations are used in this programme to apply the class room learnings on realistic business environment/situations.
- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile & programme hours.

Capstone Project

A business plan project that serves as a culminating academic and intellectual experience for students. Students are expected to work in groups and complete all the deliverables in time.



Expectation from Participants



Contribution to peer learning environment

Participants need to spend up to a maximum of 3 hours in addition to classes



Active participation in group work for assignments and project.

Learning Outcomes

Explore foundational management principles and develop world-class business acumen.



Gain functional knowledge in core business management areas.

Get equipped with the frameworks and skills to hone and develop leadership competencies.



Thrive in the evolving marketplace by learning to leverage data and analytics.

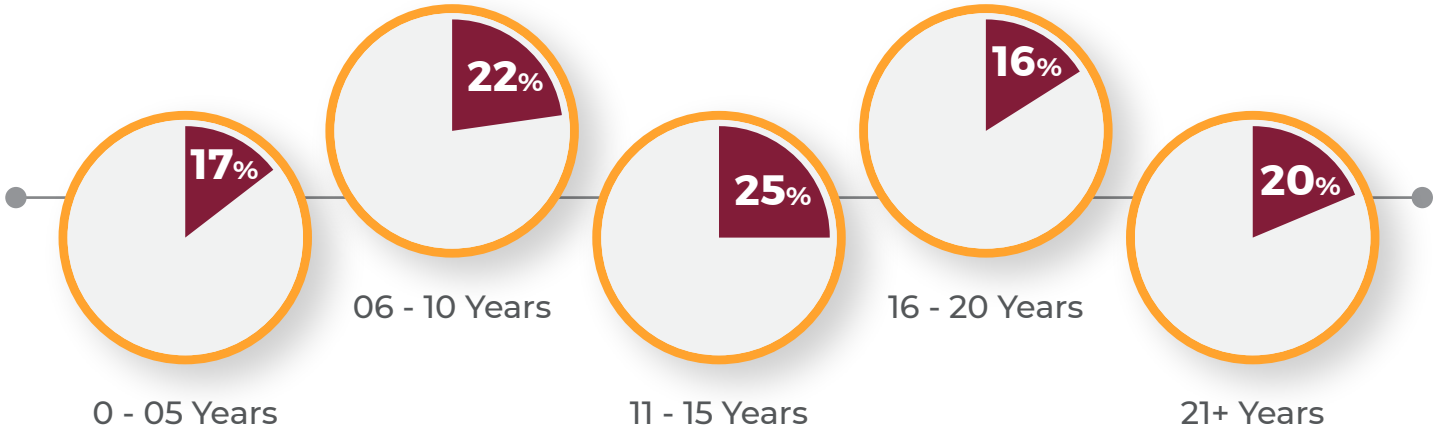
Drive organisational performance with digital business models and insights on implementing digital strategies.



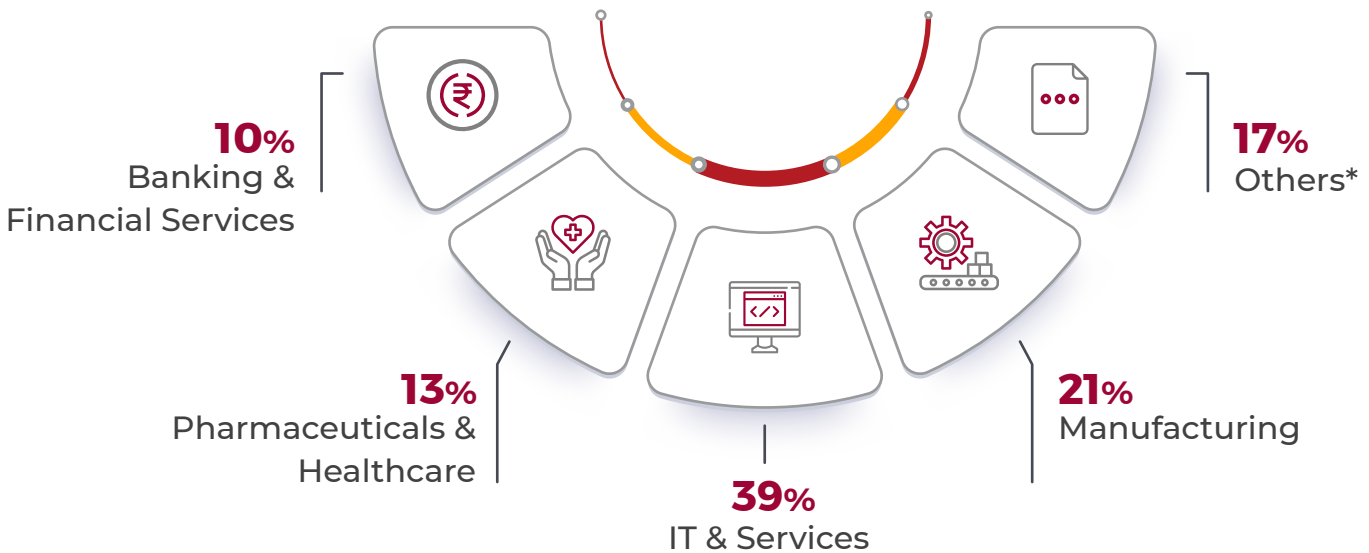
Develop a mindset for innovation and the application of design thinking principles.

Past Participant Profiles

Work Experience

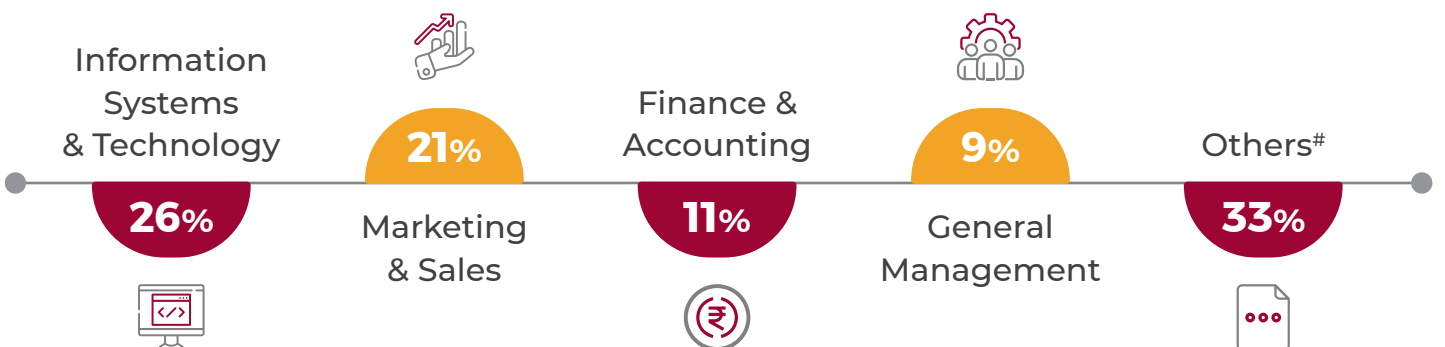


Industry



* Others include Retail, Real Estate, Logistics & Supply Chain etc.

Functions



Others include HR, R&D, Legal, Operations etc.

Certificate

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



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

Eligibility

Graduates or Diploma-holders from a recognised university in any discipline with a minimum of one year of work experience after graduation, as on March 30, 2022.

Evaluation

Periodic evaluations are built-in throughout the duration of the programme and are designed to ensure continuous participant engagement and learning. There will be a mix of quizzes, assignments, projects, case studies and other assessments as decided by faculty. Completion of assignment and exercises in due time is required from participants end. A minimum of 75% attendance is a prerequisite for the successful completion of this programme.

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 1,69,500 + GST

Academic Orientation April 23, 2022

Instalment Schedule

Particulars	Remarks	Amount
Booking Amount	Within 7 days post selection	INR 17,000 + GST
Instalment I	Apr 10, 2022	INR 34,000 + GST
Instalment II	Jul 05, 2022	INR 68,000 + GST
Instalment III	Oct 05, 2022	INR 50,500 + GST

Round-wise Application Dates

Particulars	Application Fee	Dates
Round 1	INR 2,000 + GST	Feb 07, 2022
Round 2	INR 2,500 + GST	Mar 01, 2022
Round 3	INR 3,000 + GST	Mar 22, 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.
 - In case a programme session corresponds with a public holiday, the session would be held on the following day
 - Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

Programme Schedule

Live Online Sessions

- 3 hours/weekend
- Saturday, 9:00 AM to 12.00 PM

Attendance

- Minimum 75%

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:
- The actual programme schedule will be announced closer to the programme start.
 - Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances.

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: Aadhaar Card, e-Aadhaar, PAN Card or the first two pages of your Passport. In case you submit an e-Aadhaar card, please rename the file to its password so we can open the file.

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

With its roots dating back to 1997, the Indian Institute of Management Kozhikode (IIMK), started with a batch size of 42 students but has grown tremendously over the years to a current batch strength of 485 students, making it the fastest-growing management school in the country. Ranked 4th in NIRF 2021, IIM Kozhikode has achieved its own unique identity, a mix of two cultures, academic and business and is fast emerging as an internationally reckoned fully-integrated management institute of higher learning. One of the most picturesque campuses in the country, the world-class infrastructure includes air conditioned class rooms, guest facilitation zones and wifi connectivity which enables every IIM Kozhikode resident to be exposed to a wholesome experience. Managed by dedicated personnel, it is one of the most efficient institutions in the country. IIM Kozhikode pioneered the Interactive Learning (IL) programme for working executives in India. This programme started with 300 class contact hours in 2001-02, the two-year-long Executive Management Education Programme is today the most rigorous programme in the country having around 738 class contact hours.

Every year IIM Kozhikode offers a rich portfolio of Management Development Programmes crafted for the agile minds on the lookout for thought-provoking questions and enriching learning experiences. Recently, IIM Kozhikode has launched a one year Post Graduate Programme in Business Leadership (PGP-BL) in the year 2019 and has also launched a two years Post Graduate Program in Liberal Studies & Management (PGP-LSM) as well as the Post Graduate Program in Finance (PGP-Finance). Over the years, there has been a significant increase in the number of training programmes and participants. The speed and momentum of changes in the Indian business environment are unabated, and IIM Kozhikode's endeavour is to adapt to these changes through constant innovation.

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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ERUDITUS

EXECUTIVE EDUCATION

