



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



General Management Programme: For Future Leaders

Accelerate Your Leadership Growth In A New Business Age

11 Months | Online + Live Sessions

#3 NIRF India Ranking 2025, Management

Programme Summary

General Management Programme: For Future Leaders



Institute Name
IIM Kozhikode



Programme Duration
11 Months



Cost
INR 2,10,000 + GST



Learning Mode
Online + Live sessions



Weekly effort
4-6 Hours Per Week



Faculty
IIM Kozhikode



Programme/ Course Leaders
Subject Matter Experts/
Mid-Senior Industry
Practitioners



Eligibility
Minimum Graduate or Diploma
Holder (10+2+3)



Certificate
IIMK will award a certificate of
successful completion to
participants who complete the
programme successfully with 70%
of the score in the evaluation

Learning Experience

- **Pre-recorded Videos** - Flexibility to learn at your own pace, around your busy schedule
- **World-class Faculty** - Learn from the best faculty and industry practitioners
- **High Quality Videos** - Great learning experience, even while on-the-move
- **Cohort-based Learning** - Networking & community interaction by using discussion boards
- **On-demand Learning** - Re-watch any lesson/ concept for deeper understanding

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this programme?

The programme includes high-quality pre-recorded videos and 4-6 live sessions by esteemed IIMK faculty, complemented by live sessions with industry experts, offering practical insights and real-world perspectives..

What is the role of the Programme Leader? Are they institute faculty?

Programme leaders are Industry Practitioners/ Subject Matter Experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are not faculty of the institute

Who grades/ gives inputs on the assignments and projects?

The assignment grading frameworks are created in collaboration with the institute faculty and Emeritus grading team.

Is there a qualifying mark/ grade to get the final certification in this course?

Yes, the qualifying mark is 70%.

What if I miss the assignments for a particular week? Can I attempt them later?

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?

Live online doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress. Live sessions are conducted by industry experts.

What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?

We encourage our learners 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, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme end date. Access to the learning platform is restricted to registered participants per the terms of agreement.

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

In today's dynamic business ecosystem, the ability to adapt and innovate is no longer optional—it is a necessity. Organisations are navigating unprecedented challenges driven by digital disruption, evolving consumer expectations, and global uncertainties. Leaders who can think strategically, embrace technology, and foster innovation will define the future of business. The General Management Programme by IIM Kozhikode is meticulously designed to equip professionals with a holistic understanding of business functions, strategic decision-making capabilities, and the agility required to thrive in this transformative era. With a curriculum that blends foundational management principles with cutting-edge insights on AI and digital transformation, this programme empowers participants to lead with confidence and foresight.

What sets this programme apart is its forward-looking approach. Beyond traditional management education, it integrates emerging technologies, data-driven strategies, and leadership frameworks to prepare participants for the realities of Industry 4.0. Through immersive learning experiences, live sessions with world-class faculty, and real-world case studies, participants gain actionable insights that can be immediately applied to their professional roles. Whether you aspire to accelerate your career trajectory, transition into senior leadership, or drive innovation within your organisation, this programme offers the tools, knowledge, and network to make it happen.

As we recently celebrated our 30th Foundation Day, this milestone reinforces our unwavering commitment to shaping future-ready leaders. Over this 30-year journey, IIM Kozhikode has consistently evolved to stay ahead of global trends, combining academic rigour with practical relevance. Our vision remains clear: to empower professionals with the skills, mindset, and confidence to lead in an increasingly complex and technology-driven world.

Wishing you all the very best!



Prof. Debashis Chatterjee

Director,
Indian Institute of Management Kozhikode



Be a Holistic, Impactful Leader in a Dynamic Era

In a complex business environment, driven by cross-functional challenges, technological advancements, and changing consumer behaviour, aspiring leaders need a broader set of skills to create impact. To thrive, leaders must be strategic visionaries with a deep understanding of the entire business. They need to master the art of leadership, inspiring teams and driving results. And finally, they must be agile, tech-savvy navigators in our rapidly evolving digital world.

Here's why the landscape is rapidly changing and the need for strategic skills, AI expertise, and talent development has never been more critical:

68%

68% of C-suite executives believe that human-centric productivity, which integrates AI and digital work design, is essential for driving business success in the evolving workplace landscape.

Source: Mercer

91%

91% of Indian corporate leaders believe AI adoption is crucial for survival.

Source: Microsoft-LinkedIn Work Trend Index

48%

Nearly half (48%) of HR leaders consider skills shortages a top business threat in 2025.

Source: Mercer's Talent Trends report

Unlock Leadership Excellence with IIM Kozhikode's General Management Programme: For Future Leaders

IIM Kozhikode's General Management Programme For Future Leaders is your launchpad to leadership excellence. Over 11 months, you'll gain a 360-degree view of business, mastering finance, marketing, operations, and HR. Coupled with AI-driven insights, you'll be equipped to navigate complex business landscapes and drive transformative growth. Emerge ready to shape your organisation's future!

Reshape Your Career Trajectory in Less Than a Year with IIMK



Accelerate your career climb:

fast-track your ascent to senior leadership roles with a comprehensive understanding of business functions and strategic decision-making.



Unlock new career paths:

Diversify your skillset and open doors to a wide range of leadership positions across industries with the knowledge and networking opportunities provided.



Boost your earning potential:

Pursuing the programme will help you gain the competitive edge to command higher salaries and secure top-tier roles.

AI-Powered Leadership: Beyond the MBA

The business world is undergoing a seismic shift, driven by rapid technological advancements. Leaders today must be more than managers; they need to be AI-powered strategists.

The IIM Kozhikode programme stands out by incorporating emerging technologies and digital transformation, specifically generative AI, into its curriculum. Unlike traditional leadership programmes that merely touch on technology, we equip you with the skills to harness AI as a strategic tool. You'll learn to leverage Generative AI, making data-driven decisions that drive innovation and growth.

Prepare to lead the next generation of business by mastering the intersection of AI and management.



Programme Highlights



Gain unparalleled expertise with with 4-6 live sessions plus recorded sessions, led by top IIM Kozhikode faculty



Cutting-edge modules on AI, Generative AI, Industry 4.0, Cybersecurity, and Digital Leadership, focusing on AI-led strategy



Specialise in top management domains with a focus on emerging trends and transformative technologies



Industry-relevant case studies and 15 mini-projects, including 5+ group projects



Get certified by IIM Kozhikode, ranked #3 in NIRF ratings, 2025



On-campus immersion for immersive learning with peers*



Live masterclasses on AI & Gen AI across business domains by industry experts



Engage in live doubt-solving sessions

Note : 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.

The doubt solving sessions will be taken by programme leaders.

The programme includes 4-6 live sessions conducted by top IIM Kozhikode faculty. In case of their unavailability, industry experts will lead these sessions.

*The fee for attending the optional on-campus networking event is INR 9,000 per day + GST. The event will convene participants from multiple cohorts.

Live Masterclasses on AI & Gen AI Across Key Business Domains



Marketing



Finance



HR Management



Operations & SCM



Fintech & Digital Banking



Product Management



Who Is This Programme For?

- **Mid to senior professionals, including assistant managers, senior managers, and functional managers, aiming to** gain a 360-degree view of business, sharpen their leadership skills, and master the art of strategic decision-making with AI integration. Network with like-minded professionals and accelerate your career trajectory.
- **Start-up founders, consultants and aspiring leaders** looking to scale their businesses. This programme provides the strategic toolkit, leadership acumen, and insights into leveraging AI for growth. Connect with a community of innovators and turn your vision into a thriving reality.



Programme Faculty



Dr. Deepa Sethi

Professor, Humanities & Liberal Arts in Management & Executive Chair, GLOBE (Global Linkages, Outreach, Branding, and Evaluation)



Debashis Chatterjee

Director, Organisational Behaviour and Human Resources



Shubhasis Dey

Professor & Dean, (Faculty Administration & Development) Economics



Payal Anand

Associate Professor, Organisational Behaviour and Human Resources



Rachappa Shette

Associate Professor Finance, Accounting & Control



Deepak S Kumar

Associate Professor, Marketing Management



Anubha Shekhar Sinha

Associate Professor, Strategic Management



M. P. Sebastian

Professor, Information Systems



Anirban Ghatak

Assistant Professor (Grade I) Economics



Soumya Roy

Associate Professor, Quantitative Methods and Operations Management

Programme Faculty



Arqum Mateen

Associate Professor,
Quantitative Methods and
Operations Management



Ashutosh Sarkar

Professor,
Quantitative Methods
and Operations
Management



**Rajesh Srinivas
Upadhyayula**

Professor & Dean
(Programmes),
Strategic Management



Prantika Ray

Assistant Professor
(Grade I),
Organisational Behavior
and Human Resources



**Sudhanshu
Maheshwari**

Assistant Professor
(Grade II)
Organisational Behaviour
and Human Resources



**Aishwarya
Ramasundaram**

Assistant Professor
(Grade I)
Marketing Management



Prof. Jijo Lukose

Professor
Finance, Accounting &
Control



S. Subramanian

Associate Professor
Strategic Management



Dharun Kasilingam

Assistant Professor
(Grade I)
Marketing Management



Pratima Verma

Assistant Professor
(Grade II)
Strategic Management

Learning Through Real-World Case Studies



Volkswagen Emissions Scandal

Ethical decision-making in the Volkswagen Emissions Scandal



Price Expectations and Consumer Behavior

Understand pricing strategies and their impact on demand



Crisis Communication Analysis

Explore crisis response strategies and AI's role in communication



Tuckman Model Case Analysis

Analyse team dynamics in hybrid workplaces using the Tuckman model



Ariel Case Study

This case study explores integrated online-offline customer engagement

Note: All product and company names mentioned in this material are trademarks or registered trademarks of their respective holders. Their use does not imply any affiliation with or endorsement by them.

Collaborative Learning for Real-World Impact with Group Projects

Engage in group projects that tackle dynamic challenges, from analysing CSR strategies to crafting crisis communication plans. Develop teamwork, critical thinking, and strategic problem-solving skills essential for leadership in today's evolving business landscape.



Corporate Social Responsibility Analysis

Evaluate CSR's role in addressing societal challenges and fostering business growth.



Monetary Policy and Inflation Targeting in India

Assess strategies for businesses to adapt to inflation targeting and monetary changes.



Crisis Communication Plan

Develop crisis response strategies that incorporate cross-cultural insights and AI-driven tools.



Driving Team Excellence in a Diverse, Hybrid Workplace

Create actionable team management strategies for hybrid environments.

Programme Modules

Module 1: Foundations of Management

- Principles of Management, Best Practices and Importance of Ethics

Module 2: Managerial Economics

- Microeconomic Principles
- Macroeconomic Trends and Policy

Module 3: Managerial Communication

- Building Core Communication Skills
- Crisis Communication Strategies
- Cross Cultural Communication

Module 4: Organisational Behaviour

- Fundamentals of Organisational Behaviour
- Personality
- Group and Teams

Module 5: Marketing Management

- Understanding Customer and Competition
- Marketing Strategy and Brand Management
- Digital Marketing

Module 6: Financial Statement Analysis

- Foundations of Financial Statements
- The Balance Sheet and Its Analysis
- Profit & Loss Statement and Performance Metrics
- Cash Flow Statement and Its Interpretation
- Financial Analysis Tools

Programme Modules

Module 7: Strategic Management

- Strategic frameworks and Organisational Alignment
- Implementation and Execution
- Business Models and Innovation

Module 8: HR Management

- Foundations of HR Strategy and People Systems
- Strategic Talent, Succession, and Workforce Planning

Module 9: Managerial Finance

- Financial Forecasting for Managers
- Strategic Financing for Business Growth

Module 10: Business Analytics for Decision Making

- Introduction to Statistic and Data Overview
- Dealing with Uncertainty
- Generalising Sample Information to Population
- Testing a Claim or Idea
- Predictive Modelling & Analytics

Module 11: Operations and Supply Chain Management

- Understanding the Supply Chain
- Forecasting for Supply Chain Decisions
- Inventory Planning and Management
- Supply chain coordination
- Pricing & Revenue Management

Module 12: International Business

- Introduction and Overview of Global and Regional Trends and Challenges
- Geopolitical and Legal Environment for International Business
- Global Business Strategies
- Operations and Control

Programme Modules

Module 13: Business Governance

- Governance and Stakeholder Impact, Sustainability, Corporate
- Responsibility, ESG Reporting

Module 14: Emerging Technologies and Digital Transformation

- AI-Led Strategy and Productivity Enhancement
- Industry 4.0 and the Digital Economy
- Cybersecurity and Digital Transformation

Module 15: Business Leadership

- Leadership Styles and Adaptability, Culture of an Organisation
- Leadership and technology



Note: The sequence of modules is subject to change, and the final schedule will be shared during the orientation session.

Programme Certificate

Participants who achieve a score of 70% or higher in the overall evaluation will be awarded a certificate of successful completion by IIMK.

A participant with less than 70% of the score in the overall evaluation will not be awarded any certificate.



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



Core Competencies for Strategic Leadership



AI & Emerging Technologies:

Harness AI, Gen AI, and emerging technologies for transformation.



Leadership:

Lead effectively with adaptable styles and leverage technology for organisational success.



Functional Expertise:

Excel in finance, HR, strategy, marketing, operations, and communication.



Strategic Management:

Devise and implement ethical strategic management plans aligned with organisational needs.



Finance Management:

Analyse financial statements and manage costs for informed decision-making.



Marketing:

Formulate and execute marketing strategies, using digital platforms to drive growth.



People Management:

Lead and manage HR effectively, focusing on talent development and performance optimisation.



Data-Driven Decision-Making:

Use statistical and analytical tools for informed decisions in supply chain and business uncertainties.



International Business:

Navigate global markets with strategic initiatives considering geopolitical and legal factors.

Learning Outcomes



All-round skills: Move from functional expert to business expert. Gain a 360-degree view of the business world. From finance to marketing, operations to HR, you'll master it all. Develop the strategic mindset and leadership skills to excel in senior roles.



Adaptability: Evolve from 'reacting' to 'responding'. Navigate a rapidly changing business landscape with confidence. Develop the agility and cross-functional expertise to thrive in any industry.



Advancement: Grow from functional head to business leader. Accelerate your career progression with a programme designed to equip you for leadership roles. Expand your network, enhance your skills, and open doors to new opportunities.



Accelerated innovation: Unlock change in your organisation. Stay ahead of the curve with a focus on AI and digital transformation. Learn to leverage technology to drive business growth and innovation.



Absorption from the best minds: Diversify your learning. Build a solid base of knowledge and skills through rigorous coursework and practical application. Gain the confidence to tackle complex business challenges.



Authoritative credentials: Get the badge of honor by IIMK. Enhance your career prospects with a prestigious certification from one of India's top business schools.

Programme Details

Programme Fee:	INR 2,10,000 + GST
Duration:	11 Months
Start Date:	26 March, 2026

Note:

- Any extra payment during the tenure of the programme will have to be borne by the students (such as arrear fees, re-registration fees, payment gateway charges and taxes, etc).
- The actual programme schedule will be announced closer to the programme start. GST (currently @ 18%) will be charged extra on these components. Additional convenience charges will be applicable on instalment payments.
- The fee for attending the on-campus networking event is INR 9,000 per day + GST. The event will convene participants from multiple cohorts.



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 Programmes. In 2013, IIMK set up a satellite campus at Infopark, Kochi, dedicated to Executive Education. The institute also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides introducing dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). IIMK is also home to IIMK LIVE – a first-of-its-kind start-up incubation programme, the Indian Business Museum and seven Centres of Excellence.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) — marking the third successive year among India's Top 3. The institute also features regularly among top global institutions for its flagship MBA (PGP) and EMBA (EPGP) in the QS World University Rankings. IIMK has leapfrogged 100 spots to secure a place in the Top 151–200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost to IIM Kozhikode's global credentials, newly launched programmes like PGP-BL (2019) and PGP-Fin (2020) have also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #76 globally in the Financial Times Open-Enrolment Executive Education Rankings 2025. The feat has further consolidated the 30-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute has also consistently featured among the Top 70 MBA programmes globally in the Financial Times Masters in Management (MiM) Rankings for its flagship PGP. Over the past two decades, IIM Kozhikode has successfully delivered close to 1,450 MDP programmes, training more than 55,000 participants from 200+ organisations, including several Fortune 500 companies

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NIRF India Ranking 2025,
Management



About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, 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 organisations. 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.



Apply for the programme here

APPLY NOW

Finance options available

KNOW MORE

For registration and any other information, connect with a programme advisor via call or WhatsApp at +91-8657007840

SCHEDULE A CALL

For any other information, please get in touch with us at iimkzhikode@emeritus.org



Contact us by WhatsApp*

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

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