



# THE IIM KOZHIKODE ADVANTAGE

## *From the Director's Desk...*

IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought 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 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 sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

This Professional Certificate Program in General Management aims at expanding the horizons of working professionals by identifying evolving opportunities, traversing the economic environment, and undertaking higher managerial responsibilities. Organizations today are looking for professionals with five key skills: visionary leadership, strategy & development, negotiation & conflict management, team-building, and interpersonal skills. This course will allow the learners to perform beyond their field of expertise as it will enhance their leadership and communication skills. They will be able to understand aspects like the legal environment, ethics, responsible business, and globally important emerging business themes and trends. The program is designed in a way to give an overall grasp on different topics that managers usually come across, such as economics, marketing, accounting & finance, human resources, supply chain & operations, strategic management, and business leadership. I hope that future leaders make the most of it.

*Wishing you all the very best!*



*Debashis Chatterjee*

**Prof. Debashis Chatterjee,**  
Director, IIM Kozhikode



# **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
- 2 day In-Campus immersion module 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 in the midst of lush green hills and surroundings
- Discussions on emerging themes such as Industry 4.0 & exposure to key concepts and lessons in entrepreneurship and social entrepreneurship
- 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 C

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.



## **Dr. Arqum Mateen**

Fellow IIM C, PGDM IMT Ghaziabad

Prof. Arqum Mateen is a Fellow 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. His research interests include the role of technology in operations, strategic role of operations and marketing in establishing sustainable competitive advantage, as well as supply chain coordination. His research has been presented in several international conferences in many countries, and has been published in many reputed international journals like Decision Support Systems, International Journal of Production Research, Computers and Industrial Engineering, Marketing Intelligence and Planning 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

## **In-Campus Component**

The dates for the 2 day 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.

The modules/topics specified in the syllabus outline are indicative only and the suggested time and sequence may be dropped/modified/adapted to fit the total program hours.

# 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: **14th January 2023**
- ▶ Schedule of classes: **Saturday from 06.30 p.m. to 09.30 p.m.**
- ▶ Duration: **12 Months**

## PROGRAM FEE

- ▶ For Indian Residents: **INR 2,20,000 + GST**
  - ▶ For International Residents: **USD 4400**
- Instalment Options Available



## **ABOUT IIM KOZHIKODE**

IIM Kozhikode is ranked 5th as per the latest NIRF India Rankings 2022: Management. The Institute also made its global debut for its flagship MBA (101+ globally, 7+ in Asia) and EMBA programme (101+ globally, 15+ in Asia) in the 2020/21 QS World University Rankings. It is also 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 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. Our ability to recreate classroom type interactions in the virtual world has struck a chord with over 4,50,000 individuals and corporate learners, facilitating a social collaborative learning experience in digital space. 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**

**Visit - [www.talentedge.com](http://www.talentedge.com)**

**Write in to - [enquiry.dtd@talentedge.in](mailto:enquiry.dtd@talentedge.in) or**

**Call at +91 - 9873022020**