



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



Professional Certificate Programme in **General Management**

Batch First | Class Days/Timing Saturdays, 6:30 p.m. to 9:30 p.m. IST | Duration 1 Year | Class Start Saturday, 29 March 2025



Overview

IIM Kozhikode's General Management Programme (GMP) is designed for working professionals who aspire to or are expected to take up higher responsibilities in middle management level and wish to undergo a structured learning intervention in the concepts, theories, practices and developments in the field of management. This programme aims to provide participants with a ringside exposure to the essential building blocks and the core subjects that are usually addressed in greater depth in a typical post-graduate programme in management. This course would be particularly beneficial for executives and aspiring managers and team leaders, who may have functional experience and technical/domain skills, but for various reasons, may not have had the time or opportunity so far to broaden their horizons through academic interventions and training in the field of general management. The programme would allow the participants to learn from and discuss with faculty members of Indian Institute of Management Kozhikode, as well as their peer groups across industries. Primarily delivered through an online medium, it would facilitate learning without compromising on their professional commitments.

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. The programme would also seek to expose students to the broad functional fields and would also encapsulate recent advances. Accordingly, core modules related to areas such as marketing, accounting and finance, strategy, operations, and human resource management, would be complemented with sessions on emerging themes like digitization and industry 4.0, and integrative themes such as leadership and responsible business and sustainability. Thus, the participants would be trained to handle business issues that are relevant to the present as well as the future.

The programme is designed to be integrative, and therefore goes beyond instruction in specific management topics. Towards this objective, the programme directors have designed structured interventions with participants at the start, during the course of the programme and also at the conclusion of the programme. An important design element is a weekend in-campus immersion module for participants that will bring them face-to-face with their co-learners and key faculty and experience the typical high-intensity classroom experience that has among other things helped mould some of the most successful managers for Indian industry. Participants will also get the opportunity 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.

Programme Highlights



Completion Certificate

Opportunity to earn a Certificate of Completion from IIM Kozhikode, ranked #3 in India by NIRF Rankings 2024 and globally accredited by EQUIS (EFMD) and AMBA (UK).



Campus Experience

Participate in the 3 day In-Campus immersion module providing participants exposure to issues related to responsible leadership that is an increasingly relevant and critical business imperative while experiencing 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 amidst lush green hills and surroundings.



Executive Alumni Status

Upon successfully clearing the evaluation requirements of this programme, participants qualify for the Executive Alumni status from IIM Kozhikode.



Entrepreneurial Perspective

With entrepreneurship and start-ups gaining more and more prominence, participants would also be exposed to key concepts and lessons in entrepreneurship and social entrepreneurship.



Coverage on Emerging Themes

Gain exposure to and be a part of discussions on emerging themes such as Industry 4.0 and building sustainability and responsible businesses that have the potential to reshape businesses worldwide.



Integrative Intervention and Hands-On Project

Experience integrative interventions through involved discussions, reflective synthesis and feedback on select and important subjects. Gain hands-on exposure by also participating in an integrative analytical group project.



Expert-Led Lectures

Lectures from esteemed faculty and industry experts, provide participants with exposure to the essential functional areas of management and business as well as emerging themes relevant to present day business. These lectures are not just informative but also thought-provoking, inspiring participants to think beyond conventional boundaries.

Syllabus

MODULE A – CORE AREAS

- 1 Statistics for Business**
 - Basic Statistics
 - Data Analysis
 - Applying data analysis for business decision making
- 2 Economics**
 - Managerial Economics
 - Business environment
- 3 Marketing**
 - Marketing Fundamentals
 - Sales & Distribution Management
- 4 Accounting and Financial Management**
 - Accounting Fundamentals
 - Financial Statement Analysis
 - Basics of Financial Management
- 5 Organizational Behaviour and Human Resource Management**
 - Introduction to Organizational Behavior
 - Role of Individuals, Teams, and Organizations
 - Managing People
- 6 Operations and Supply Chain Management**
 - Process Analysis
 - Supply Chain Coordination
 - Inventory and risk management
- 7 Strategic Management**
 - Strategic Management Fundamentals
 - International Business Strategy
- 8 Business Law**
 - Laws of and in Business
 - Impact and Importance

Note: The above sub-topics are indicative. Within the broader subject domains, some of the above topics could be modified depending upon the profile of the cohort, while keeping within the total instruction hours as designed.

MODULE B – TOPICAL AND EMERGING THEMES

- 1 Industry 4.0 and Digitization**
 - Digitization – Impact, Developments and Strategizing
 - Recent Developments and Future
- 2 Entrepreneurship**
 - Lessons in Entrepreneurships
 - Social Entrepreneurship
- 3 Leading Businesses**
 - Being a General Manager
 - Managing Changing Roles and Expectations
 - Various Forms of Leadership
- 4 Communication**
 - Role of Communication in Business
 - Basics, Styles and Impact of Communication
- 5 Sustainable and Responsible Business**
 - Corporate Sustainability
 - ESG
 - Triple Bottom Line
 - Corporate Governance

Note: The above sub-topics are indicative. Within the broader subject domains, some of the above topics could be modified depending upon the profile of the cohort, while keeping within the total instruction hours as designed.

Syllabus

MODULE C – IN-CAMPUS IMMERSION

The in-campus module will be held for 3 days, covering select topics from the above, to provide a sense of live classroom experience for the participants, and to help strengthen their networks. 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. In case the in-campus immersion cannot be held due to some unavoidable compulsions, adequate alternate options will be made available via online sessions.

MODULE D – INTEGRATIVE INTERVENTION AND PROJECT

Over and above the subject-centric and leadership theme-centric modules, there would be introductory and occasional interactions facilitated by the programme coordinators. These modules transcend specific subjects/topics and are aimed at facilitating an integration of learning by participants, reflective synthesis, and feedback. This module will also include an integrative analytical project that the participants will have to complete, typically in small groups.

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 7 Years of work experience in a supervisory role at the time of applying for this programme.
- ◆ **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- ◆ Minimum of 5 years overall work experience.



Who Should Attend

- ◆ Business, Functional and/or Managers who aspire to or are expected to move into higher echelons of management.
- ◆ Working professionals with considerable experience in their respective domains keen to broaden their horizons through academic interventions and training in the field of general management.
- ◆ Business Heads, Leaders and Practicing managers who wish to undergo a structured learning in the concepts, theories, practices and developments in the field of management.
- ◆ Entrepreneurs and business owners who desire to gain practical skills across different aspects of business management.

Certificate

Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this programme.

There would be mid-programme and/or end programme assessments aimed at cementing the learning experience for the participants. The integrative project will also form part of the assessment schema. More details about this will be shared during the orientation sessions. IIM Kozhikode will award the course completion certification to those who complete the assessment components successfully along with the attendance criteria.

The participants will have to secure the minimum pass marks in the respective evaluation components. 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.



Pedagogy

A capsule programme is not meant or designed to replicate the depth, breadth, comprehension or intensity that is typically on offer in one of the diploma/degree programmes in management or the certificate programmes of IIMK. On the contrary, this programme 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 programme is the module that aims to bring participants up to speed on a few of the globally important emerging business trends and themes.

The delivery would comprise a mix of lectures, discussions, case studies and experience sharing. Since most of the participants are expected to have some degree of experience or exposure to work environments and organizational forms in industry, government or other sectors, the pedagogy and course design are oriented to catalyze learning through association, discussion and reflection. In different courses participants may be encouraged to apply or relate their in-class learning to live situations at work, whether current or past, and also share such experiences in class, so that it would facilitate development of deeper insights and greater clarity, as also reflect/debate the relevance of various concepts to work-environments that are in evolution. Peer learning therefore would be a key pillar of the process. Take-home projects may be assigned in certain courses.

All enrolled students will also be provided access to Veranda's Cloud LMS through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud LMS to raise questions and clear doubts.



From the Director's Desk

Businesses today have transformed dramatically compared to a decade ago. At IIM Kozhikode, our programmes, crafted by world-class faculty with cutting-edge thought leadership and industry insights, empower participants to navigate complex business challenges with confidence and informed decision-making.

As we celebrate our 28-year journey of academic excellence, our growing global presence, recognized and accredited by leading institutions worldwide, attests to our commitment to growth.

It's important to acknowledge that both our past and future play crucial roles in our ongoing journey. A visionary outlook is not merely aspirational; it is essential for providing our institution with purpose, direction, and imagination.

That's why we are committed to contributing to India and the world through our initiative, 'Vision 2047: Globalizing Indian Thought'. The scale and potential impact that India will have on 21st-century business drive this legitimate aspiration.

At the core of management is the ability to motivate a team to perform at its peak while balancing the diverse expectations of its members. To harness this dynamic, we are excited to introduce the Professional Certificate Programme in General Management.

Enriched with topics like Accounting, Marketing, Strategic Management, Organizational Behaviour, Business Law, Industry 4.0, Digitization, Entrepreneurship and Sustainable Business, our holistic and intensive curriculum aims to shape the exceptional leaders of tomorrow.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee

Director,
Indian Institute of Management Kozhikode



Programme Directors



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. Venkataraman S

Associate Professor & Associate Dean (Kochi Campus), Strategic Management



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 managers and senior executives from some the most reputed Indian and international companies, 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 papers have been presented in many international conferences, and his multiple award-winning research has been published in many reputed international journals like Decision Support Systems, Decision Sciences, Marketing Intelligence and Planning, International Journal of Production Research etc.

Prof. Arqum Mateen

Associate Professor, Quantitative Methods and Operations Management Area

Features



Live and Synchronous Learning

Live and synchronous instructor led classes imparting interactive and real time learning from eminent faculties from IIM Kozhikode.



Convenient Class Schedule

Live classes are scheduled to suit working professionals.



Practice Based Learning

Gain practical knowledge through case study discussions, class exercises, individual or group activities and peer to peer interactions.



Learn from the Best

Lectures imparted by eminent faculty from IIM Kozhikode.



On Campus Visit

Visit IIM Kozhikode's breathtaking oxy-rich campus to attend in person classes and network with your faculty and fellow participants.



Access to Recorded Sessions

Subsequent to the live synchronous classes, participants can access the recorded sessions for review and revision as and when needed.



Financing Options

Speak to our academic counsellors to know more about the loan and financing options offered by multiple Finance Partners.



Programme Fees

Total Programme Fees

INR 2,99,000/- plus GST

Above fee includes boarding/lodging charges at IIM Kozhikode Campus during the in-campus sessions.

Payment Options

Options I

Make the full payment of INR 2,99,000 + GST upfront.

Options II

Pay INR 60,000 + GST at the time of registration and avail a loan on the remaining INR 2,39,000 + GST.

Options III

Make payments as per the Instalment structure provided below.

Instalment Options

Instalment	Fees in INR	Fees in USD	Payment Due Date
Instalment 1	Rs.60,000 + GST	USD 1,080	At time of Registration
Instalment 2	Rs.59,000 + GST	USD 1,080	By 27 March 2025
Instalment 3	Rs.60,000 + GST	USD 1,080	By 20 June 2025
Instalment 4	Rs.60,000 + GST	USD 1,080	By 20 September 2025
Instalment 5	Rs.60,000 + GST	USD 1,080	By 20 December 2025



About the Institute

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. 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.

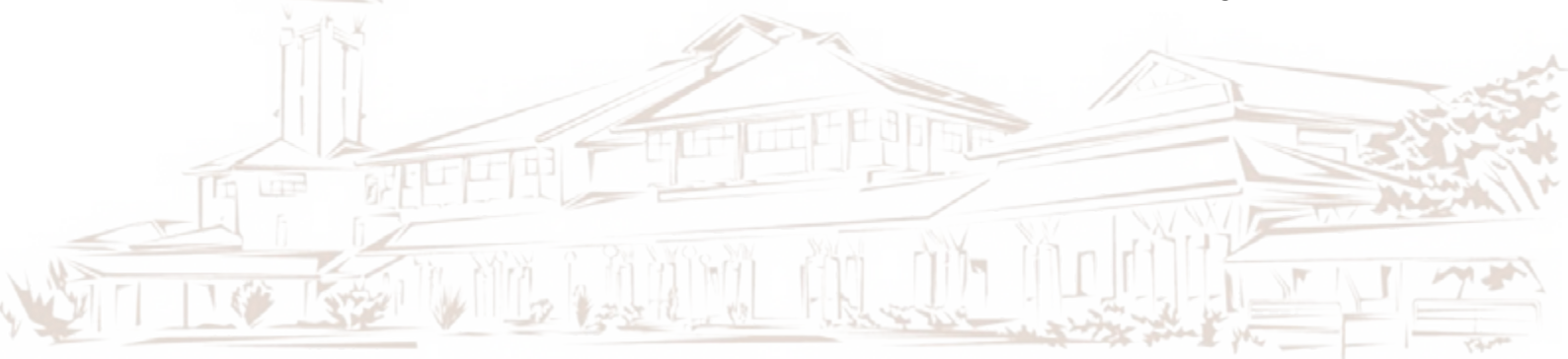
IIMK is ranked 3rd as per NIRF India Rankings 2024 and consistently features among the Top 5 B-Schools in the country in various rankings. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. Globally, it is recognized in the QS World University Rankings by Subject 2024, in the 151-200 band for Business & Management Studies. Its flagship MBA (PGP) and EMBA (EPGP) programmes are also featured among top global institutes in these rankings. 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 in 2023 and was recently ranked at #70 among the top-80 Open-enrolment executive programme providers globally for the year 2024. This feat has further consolidated the 28 year's IIM footing in an exclusive list of the foremost providers of executive education in the world. The institute ranked #68 globally for its full-time MBA programme in the FT Masters in Management (MiM) 2024 rankings. Over the past two decades, IIM Kozhikode has delivered nearly 1300 Management Development Programmes (MDPs), training over 41,000 participants from 150+ organizations, including several Fortune 500 companies.



#3 NIRF India Ranking 2024,
Management

#4 70 Global | Rank #4 in India
Financial Times, Open
Enrollment Rankings 2024



Programme by






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