



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



GENERAL MANAGEMENT PROGRAMME FOR BUSINESS EXCELLENCE

STARTS MARCH 28, 2023 | 10 MONTHS | LIVE ONLINE SESSIONS

FAST-TRACK YOUR CAREER IN THE 21ST CENTURY WORKPLACE

BATCH #5

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 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.

The process of creating a dynamic which motivates a team to perform at its peak while also managing the expectations that come with varied personalities is management at its core. To harness this dynamic and help it blossom, the Indian Institute of Management Kozhikode has designed the General Management Programme in Business Excellence. This programme will empower current and future business leaders to elicit performance from their people while ensuring that they nurture a happy workforce. Enriched with topics such as People Management, Business Leadership, Business Analytics and Design Thinking among others, this programme provides a holistic and intensive curriculum to help shape the exceptional leaders of tomorrow.

Wishing you all the very best!



Prof. Debashis Chatterjee,
Director IIM Kozhikode



Overview

Starts On

March 28, 2023*

Duration

10 Months

*The duration may extend as per holidays or unpredicted emergencies coming in between as requested by IIMK.

Format

Live Online Sessions

Programme Fee

INR 1,90,000 + GST

*Begins with an introduction to the platform

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 Emeritus 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.

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-savviness, 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



Programme Highlights

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

What better place to imbibe the innovations of today's market than at the prestigious IIM Kozhikode.

10-month immersive and interactive programme

....



Build a robust peer-to-peer network

....



Learn through lectures, assignments and case studies

....

Comprehensive Capstone Project

....



Designed and delivered by distinguished IIM Kozhikode faculty

....

Ranked #5 (NIRF 2022)

....



Lifelong Executive Alumni Status

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Programme Directors



Prof. Sudershan Kuntluru

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

Associate 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: PEOPLE MANAGEMENT

- Micro Organisational Behaviour
- Macro Organisational Behaviour

MODULE 4: 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 5: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

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

MODULE 6: MARKETING MANAGEMENT

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

MODULE 7: STRATEGIC MANAGEMENT

- Strategic Framework
- 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

*Note:
-Recordings from live sessions will be available to the participants till the end of the live sessions is conducted.*

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.

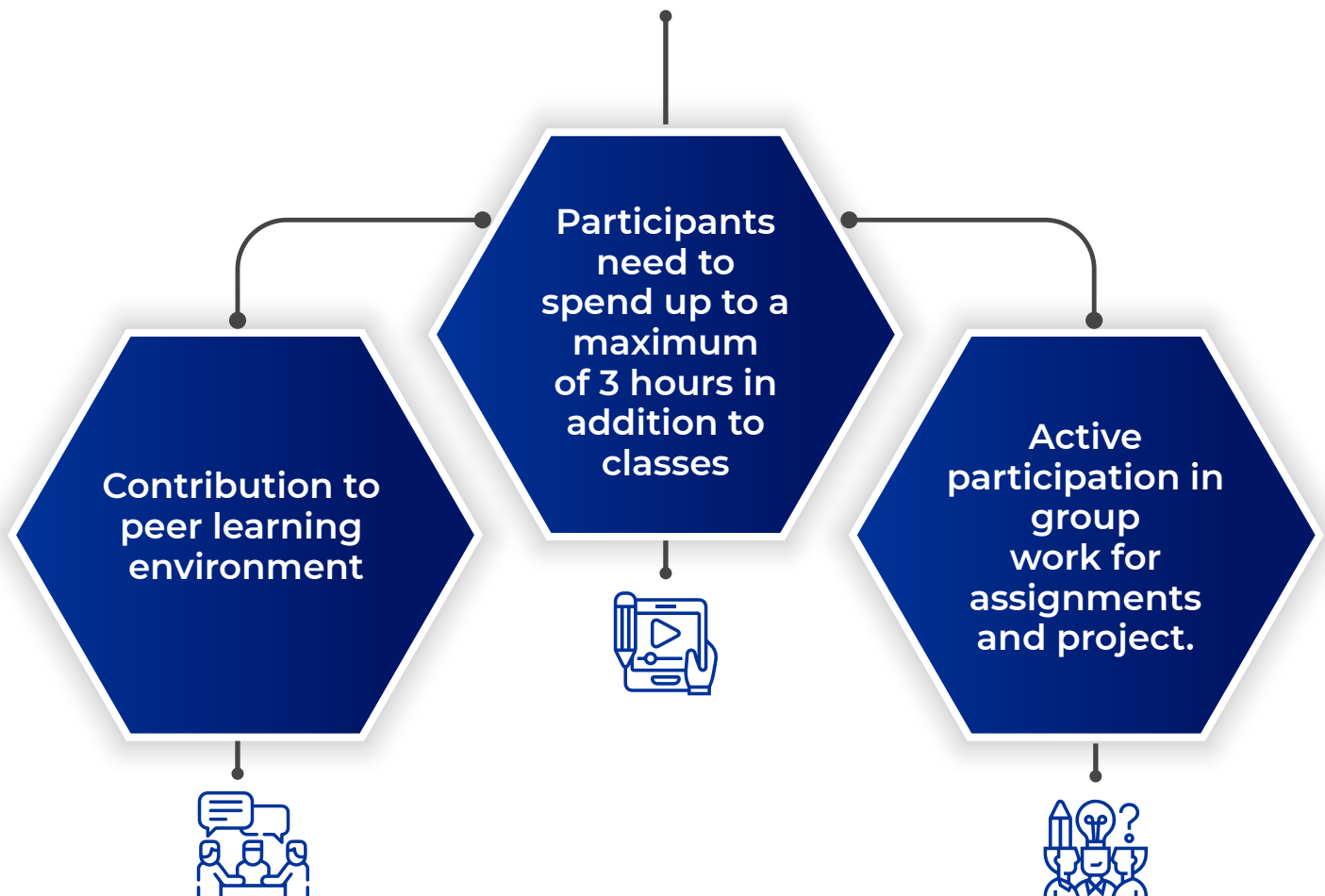
Capstone Project

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.

Note:

- 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.

Expectations from Participants



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.

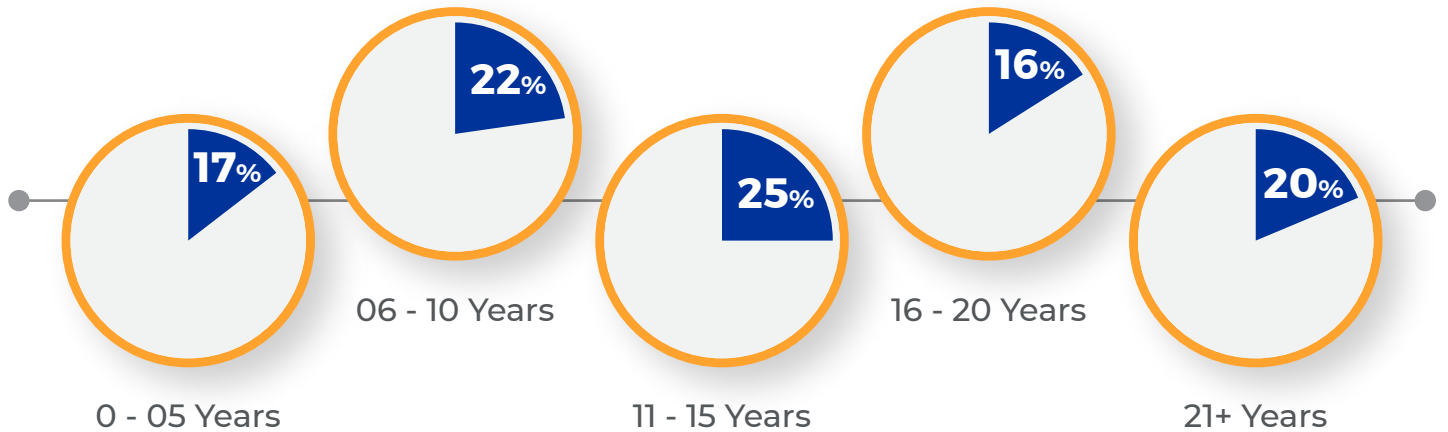
Drive organisational performance with digital business models and insights on implementing digital strategies.



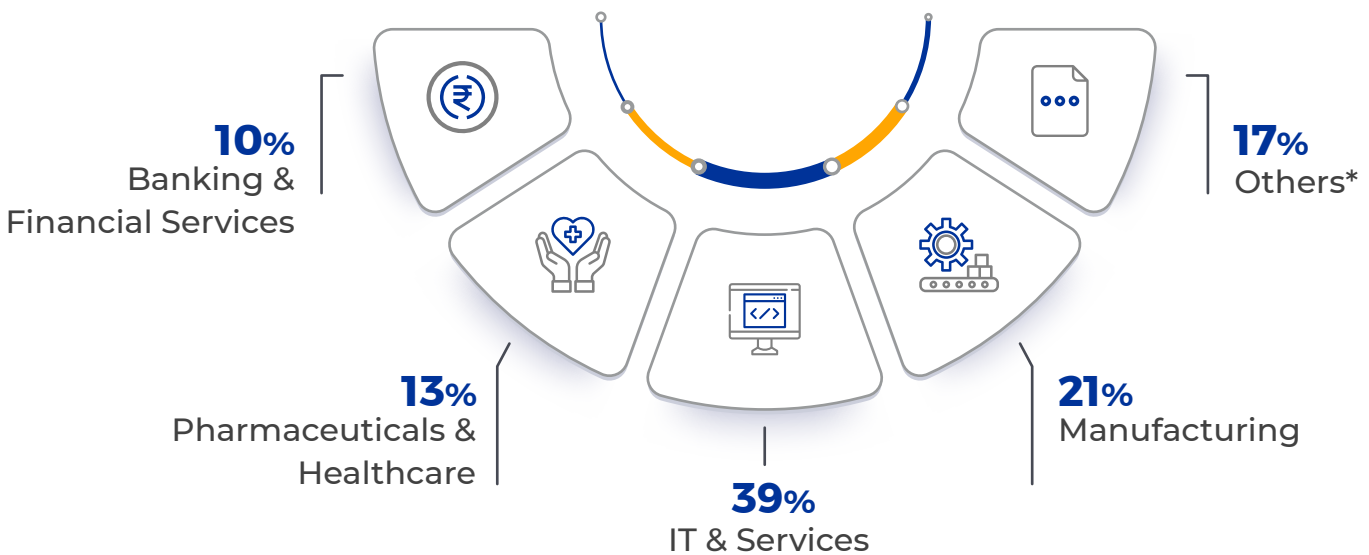
Develop a mindset for innovation and the application of design thinking principles.

Past Participant Profiles

Work Experience

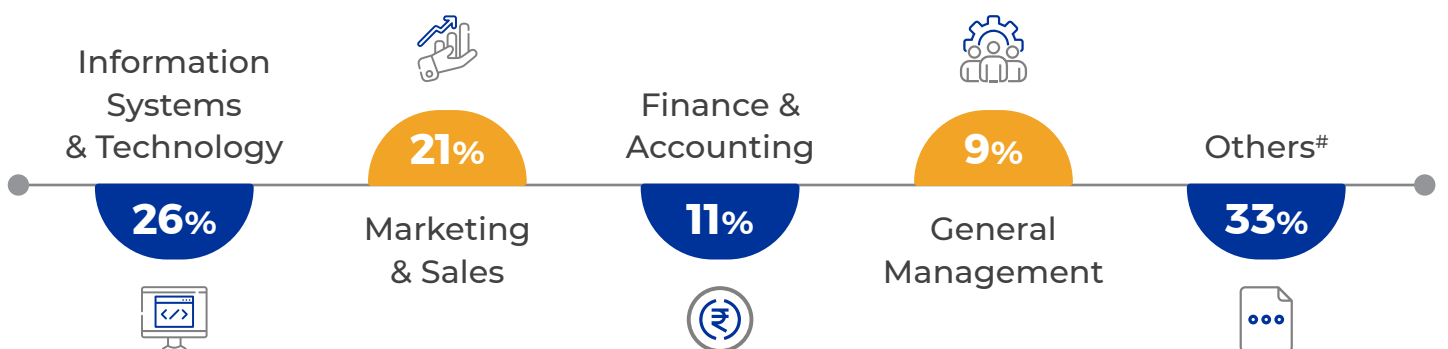


Industry



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

Functions



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

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.

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 (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline with a minimum of one year of work experience after graduation, as on March 28, 2023.

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.

Programme Details

Programme Fee INR 1,90,000 + GST

Academic Orientation April 15, 2023

Instalment Schedule

| Particulars | Remarks | Amount |
|----------------|------------------------------|------------------|
| Booking Amount | Within 7 days post selection | INR 19,000 + GST |
| Instalment I | Mar 31, 2023 | INR 28,000 + GST |
| Instalment II | Jul 20, 2023 | INR 85,000 + GST |
| Instalment III | Nov 20, 2023 | INR 58,000 + GST |

Round-wise Application Dates

| Particulars | Application Fee | Dates |
|-------------|-----------------|--------------|
| Round 1 | INR 2,000 + GST | Feb 06, 2023 |
| Round 2 | INR 2,500 + GST | Feb 28, 2023 |

- 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 weekend.
 - 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.execed@emeritus.org

- 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: PAN Card or the first two pages of your Passport.

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



Started in 1997 with its Postgraduate 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 Doctoral 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 in Women Leadership, 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 5th as per 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 CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity and practical application. IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.

#2

**Atal Innovation
Rankings (ARIIA)
2021**

#3

**India's Best B-School
The Week - Hansa Research Survey
2022**

#5

**NIRF India Rankings
2022: Management**

About Emeritus

IIM Kozhikode is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Kozhikode the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Kozhikode. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.

Apply for the programme here

APPLY NOW

[For registration and any other information please get in touch with at iimk.execed@emeritus.org](mailto:iimk.execed@emeritus.org)

 [WhatsApp an advisor on +91 74120 81081*](https://wa.me/917412081081)

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

In collaboration with



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