



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

GENERAL MANAGEMENT PROGRAMME FOR BUSINESS EXCELLENCE

STARTS SEPTEMBER 30, 2023 | 10 MONTHS | LIVE ONLINE SESSIONS

BATCH 6



FAST-TRACK YOUR CAREER IN THE 21ST CENTURY WORKPLACE

IIM Kozhikode Advantage

From the Director's Desk...

Businesses today have seen a complete transition than they used to run a decade ago. 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 27-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.

Data is one of the most important commodities in the world today and the knowledge of how to analyse, extrapolate and segregate it is of paramount importance across industries. The right use of data can help propel your organisation and career to new heights, to make the most of this commodity, the Indian Institute of Kozhikode has launched the Advanced Data Analytics for Managers programme. This programme will empower Team Leads, Managers and Business Head to elicit the most out of data through topics such as Data Visualisation, Statistical Inferences, Basics of Modelling, Text Mining & Social Media Analysis among others. This programme curriculum is designed around the importance of being industry-ready in a data-driven future.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee,
Director IIM Kozhikode



Overview

Starts On

Sept 30, 2023

Duration

10 Months

Format

Live Online Sessions

Programme Fee

INR 1,97,000 + GST

**Begins with an introduction to the platform*

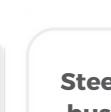
Business excellence is of paramount importance for leaders as it provides a framework for strategic decision-making, fosters a culture of continuous improvement, empowers employees, nurtures a customer-centric approach, and promotes ethical and responsible practices. By embracing business excellence, leaders can inspire their teams, drive organizational growth, and establish a foundation for long-term success in today's competitive business landscape. 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:



**Managing
every day
profitably**



**Using data
and retaining
customers**



**Steering the
business to
growth**



**Creating
innovative
value in the
market**

The program is carefully curated to cover a wide range of essential topics that are critical for effective leadership and general management. Participants delve into areas such as strategic planning, organizational behavior, financial management, marketing strategies, operations management, and more. The curriculum is structured to provide a holistic understanding of the different facets of business management and equips participants with the tools and frameworks needed to navigate complex business challenges successfully. In **Professional Certificate Programme in General Management Programme for Business Excellence** by IIM Kozhikode, emphasis is placed on developing critical thinking skills, fostering innovative problem-solving approaches, and honing leadership abilities.

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 (ranked #3, NIRF 2023).



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

Programme Director



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

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
- DiFi

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
- 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.

Capstone Project

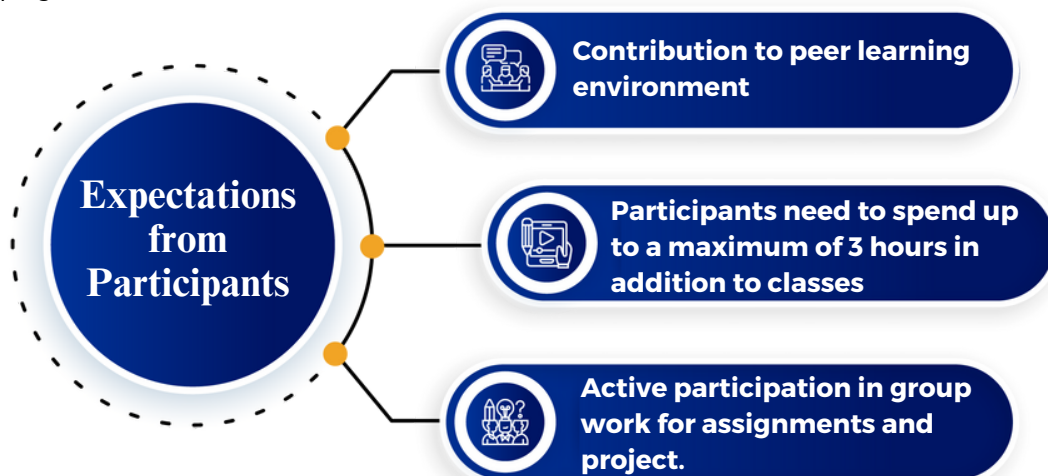
A business plan project that serves as a culminating academic and intellectual experience for students. Students are expected to work in groups and complete all the deliverables in time.

Simulation

The business simulation used in the program help the participants to apply many of the management concepts in a simulated environment. The simulation also acts a self-learning tool to experiment different management concepts. The participants need to spend substantial time outside classroom to complete the simulation. Successful completion of the simulation rounds is expected from all participants.

Note:

-Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.- Schedule will be announced closer to programme start.
- The primary mode of learning for this programme is via live online sessions with faculty members. The recording of the live sessions will be made available to the participants until the duration of the programme.



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.



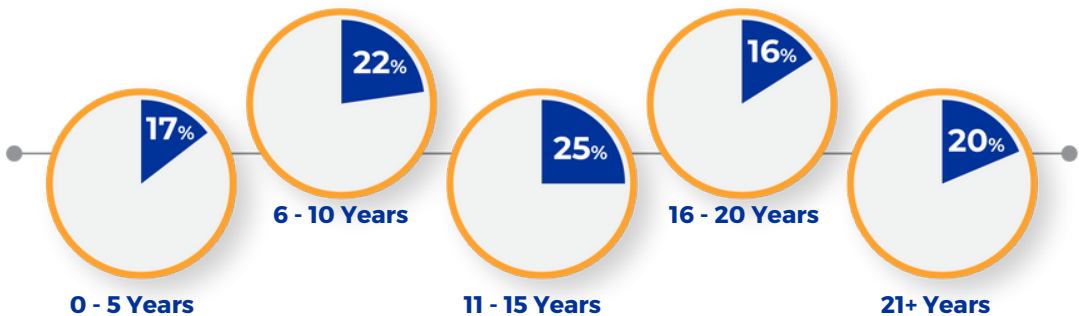
Drive organisational performance with digital business models and insights on implementing digital strategies.

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

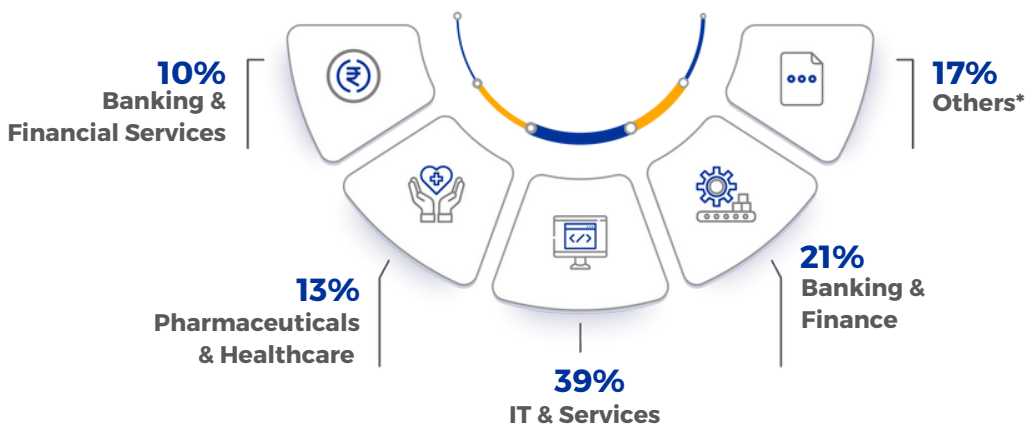


Past Participant Profile

Work Experience

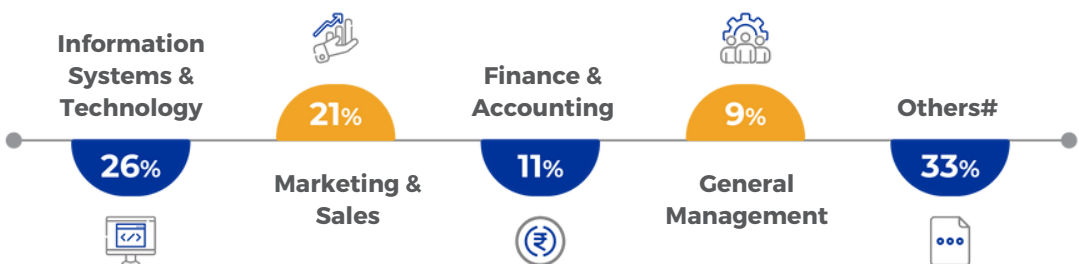


Industry



* 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 who successfully complete all evaluation components with minimum pass marks and meet the requisite 75% minimum attendance criteria will be awarded a Certificate of Completion from IIM Kozhikode. 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 (UGC/AICTE/DEC/AIU/State Government/recognised international universities) in any discipline.
- Candidate should have a minimum of 01+ year of work experience after Graduation as on the Programme start date, i.e 30 Sept 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 1,97,000 + GST

Academic Orientation Sunday, October 22, 2023

Instalment Schedule

Particulars	Remarks	Amount
Booking Amount	Within 7 days post selection	INR 19,700 + GST
Instalment I	Oct 03, 2023	INR 49,250 + GST
Instalment II	Nov 22, 2023	INR 68,950 + GST
Instalment III	Jan 11, 2024	INR 59,100 + GST

Round-wise Application Dates

Particulars	Application Fee	Particulars
Round 1	INR 2,000 + GST	Jul 26, 2023
Round 2	INR 2,500 + GST	Aug 23, 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 Sunday,
9:30 AM to 12:30 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 Post Graduate 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 Fellow 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 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 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. 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 (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive program providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes for the past two decades, training more than 41000 participants from 150+ organisations - which also includes several Fortune 500 companies in the process.



#2

Atal Innovation
Rankings (ARIIA) 2021

#3

NIRF India Ranking
2023, Management

#3

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

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

 **WhatsApp an advisor on +91 7208889990***

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

In collaboration with



Erulearning Solutions Private Limited (a company incorporated in India) is a subsidiary of Eruditus Learning Solutions Pte Ltd (a company incorporated in Singapore), and operates under the brand name of 'Eruditus' and 'Emeritus'.

