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



ENTREPRENEURIAL GROWTH STRATEGY

December 7 – 9, 2026



Program Overview:

Entrepreneurial growth requires clear strategic direction, a compelling value proposition, and the ability to translate business opportunities into action. Entrepreneurial Growth Strategy is a three-day Management Development Program designed to equip entrepreneurs and aspiring entrepreneurs with the knowledge, frameworks, and practical skills required to establish, develop, and grow their ventures.

Program Themes and Coverage:

The program explores key approaches to strategic planning, including value chain analysis, industry analysis, scenario planning, and blue ocean strategy. Participants will develop the skills to assess their competitive environment, identify growth opportunities, and formulate strategies that create distinctive customer value. They will also learn to use the Balanced Scorecard to translate strategic priorities into actionable objectives and measurable outcomes.

Complementing this strategic focus, the program examines essential dimensions of marketing strategy, including brand building and development, advertising strategy, and the application of emerging technologies to enhance marketing effectiveness.



Learning Outcomes:

By the end of the program, they will be better equipped to formulate and implement integrated business and marketing strategies that advance their ventures' growth ambitions.



Participants Profile:

The program is designed for:

- Entrepreneurs and business owners seeking to expand or scale their ventures.
- Aspiring entrepreneurs planning to establish new businesses.
- Founders and co-founders of start-ups and emerging enterprises.
- Business professionals involved in strategy, business development, and marketing.
- Managers and executives are responsible for identifying growth opportunities and implementing business strategies.

Pedagogy:

Through simulations, case studies, and experiential exercises, participants will apply these concepts to real-world business challenges.



Program Director:

Dr. M.K. Nandakumar is a distinguished professor at the Indian Institute of Management Kozhikode (IIMK), renowned for his extensive contributions to the ¬fields of strategy and entrepreneurship. He holds the position of Associate Editor for several prestigious journals, including the Journal of Small Business and Enterprise Development, Business Ethics, the Environment & Responsibility, and the Journal of Social Entrepreneurship. Additionally, Dr. Nandakumar is a valued member of the editorial board for the Journal of International Management and serves on the Peer Review College of the British Academy of Management (BAM). He is currently the Co-Track Chair for the Strategy Track at BAM.

Dr. Nandakumar has also served in a few leading British universities. He has developed a robust research portfolio published in top-tier journals such as R&D Management, Journal of International Management, Journal of Business Research, Long Range Planning, Asia Pacifi¬c Journal of Management, Australian Journal of Management, International Studies of Management and Organization, and Management Decision. His research has garnered signi¬ficant attention and recognition in the academic community.

In addition to his research endeavours, Dr. Nandakumar has delivered executive development programmes to thousands of managers and executives from prominent organisations. His flagship initiative, the Professional Certi¬ficate Programme in Advanced Strategic Management, is highly regarded and attracts a diverse group of



Prof. M. K. Nandakumar

Professor, Strategic Management

participants annually. He has been awarded a research grant under the British Academy/ Leverhulme Small Research Grants SRG 2019 and has successfully supervised numerous Ph.D. candidates to completion. Furthermore, he has secured a major research grant under the Scheme for Promotion of Academic and Research Collaboration (SPARC) from the Government of India.

Dr. Nandakumar has played a pivotal role in advancing the Association of MBAs (AMBA) accreditation project at IIMK and is an empanelled assessor for AMBA, having evaluated leading business schools during accreditation events. As a member of BAM since 2006, he has actively presented numerous academic papers on the entrepreneurship track at BAM annual conferences. As a senior member, he is committed to contributing to the development of this track.

Through his research, teaching, and leadership, Dr. Nandakumar exemplifi¬es a dedication to academic excellence and the advancement of knowledge in management and entrepreneurship.

Programme Fee:

Residential	Non-Residential
₹75000	₹65000
GST @ 18% extra	GST @ 18% extra

Discount will be available for IIMK Alumni & Corporate nominations (in group)



Cancellation Policy:

Joining instructions will be sent to the selected candidates10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.

Management Development Programme
IIMK Campus P. O.,
Kozhikode 673 570, Kerala, India

email:mdp@iimk.ac.in

+91-(495)-2809558
+91-(495)-2809549