



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

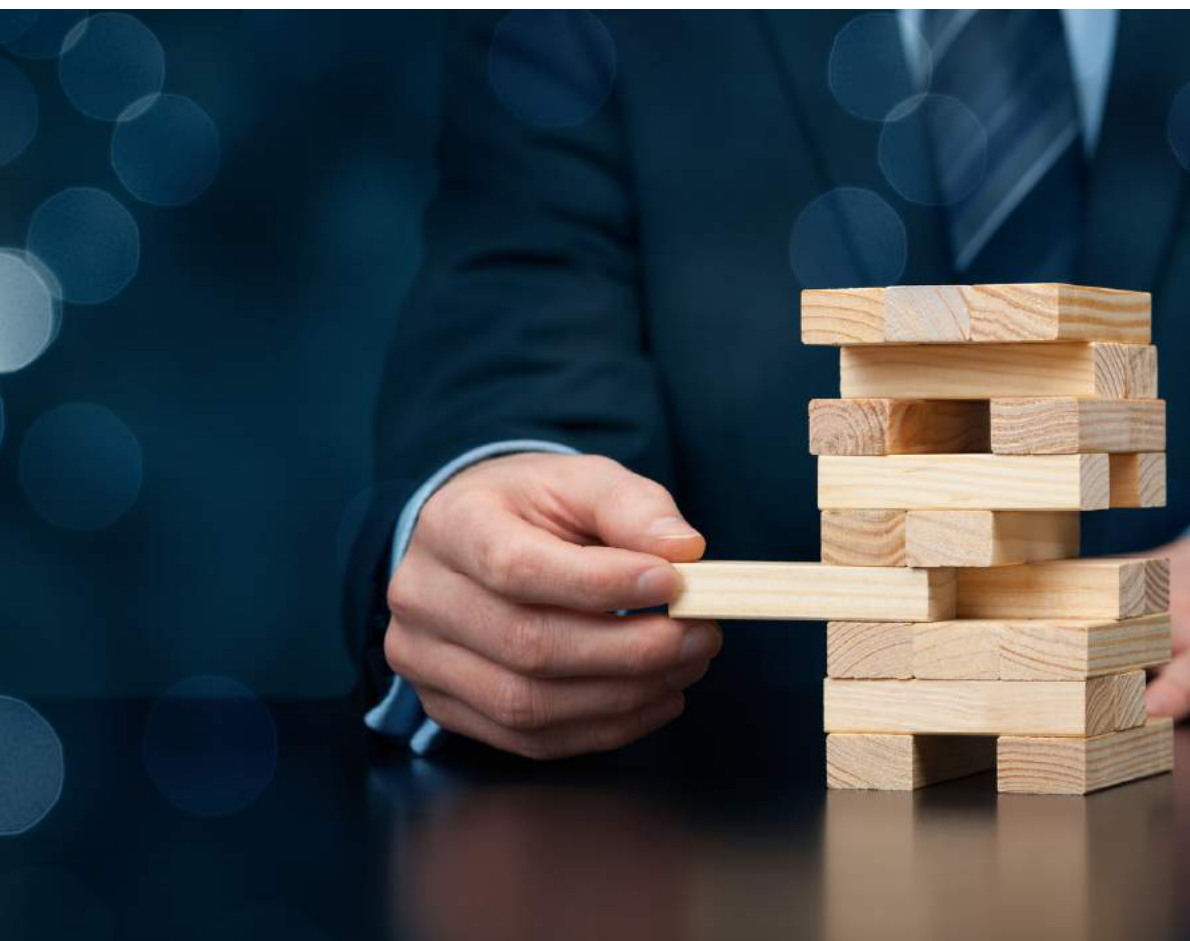
Professional Certificate Programme in General Management Programme for Business Excellence

STARTS MARCH 30, 2024 | 10 MONTHS | LIVE ONLINE SESSIONS

BATCH 7











AVERAGE SESSION RATING: 4.43/5

*Based on feedback received by 460+ participants



Programme Summary

General Management Programme for Business Excellence

 Institute Name IIM Kozhikode	 Programme Duration 10 Months	 Cost INR 2,15,000 + GST	 Learning Mode Live Online Sessions with IIMK Faculty	 Weekly effort 5-7 hours per week
 Faculty IIM Kozhikode	 Payment Options Basic Instalment Plans	 Special Pricing Special pricing up to 10% discount is available for corporate plans	 Eligibility The candidate should have minimum of 1 + years of work experience (after graduation) as on March 30, 2024.	 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.

Learning Experience

- Live sessions with IIM Kozhikode faculty
- Learn from real-world cases and a capstone project
- Get the prestigious IIM Kozhikode Certificate of Completion
- Programme support - 24*7 Emeritus support team

Frequently Asked Questions

What would be the mode of learning?

There would be 3-hr weekly live-online lectures on Saturday or Sunday conducted by IIMK faculty. The programme spread across 11 modules for a duration of 10 Months. The learning experience would include rich discussions with eminent faculty and seasoned peers, case-based learning, assignments and quizzes, and guided capstone project work for which the learners would have to put in additional efforts of 2 to 3 hours weekly.

Who evaluates the assignments, projects and simulations for this programme?

The examination and evaluation of graded submissions, project work, and simulations, if any, is at the discretion of the IIMK's faculty.

Is there a qualifying mark/ grade to get the final certification in this course?

Yes, the qualifying mark is 75%.

What if I miss the assignments, projects and simulations for a particular week? Can I attempt them later?

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?

The LIVE-online lectures are conducted by the faculty of IIMK, who have real world experience in the domain. Doubt clearing sessions are carried out by the Programme leaders, as they monitor individual student progress.

Do I get Alumni status of the Institute on completion of this course?

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

Will Emeritus/ Institute help with placement services?

This course is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. Over 87% Emeritus learners have witnessed career growth post completing their course. As an additional service, we provide job placement assistance, resume writing guidance, navigating job search and interview prep along with this course. All this guidance is provided over recorded videos, this is not live.

What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?

Your chosen course has a 88% satisfaction rating by 460+ past learners. We encourage our learners to complete the course to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated within 14 days of course commencement. However, after 14 days the course fee becomes non refundable.

What type of certificate will I receive?

Upon successful completion of the programme, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion and will be eligible to receive IIM Kozhikode's Executive Alumni Status (optional). If your attendance is below 75% then you will get a Certificate of Participation, not a Certificate of Completion.

How long will I have access to the learning materials?

The recorded videos and learning material will be available throughout the duration of the programme.

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.

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!

Debashis Chatterjee

Prof. Debashis Chatterjee,
Director IIM Kozhikode



Programme Overview

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.

The Professional Certificate Programme in General Management Programme for Business Excellence by the Indian Institute of Management Kozhikode is a comprehensive and highly respected programme designed to equip professionals with the essential skills and knowledge needed to excel in the dynamic world of business. This certificate programme offers a unique blend of academic rigor, practical insights, and leadership development, all tailored to meet the specific needs of working executives and business leaders.



Starts On

March 30, 2024

Duration

10 Months

Format

Live Online Sessions

Programme Fee

INR 2,15,000 + GST

**Begins with an introduction to the platform*

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, Management).



Learn through lectures, assignments and case studies



Designed and delivered by distinguished IIM Kozhikode faculty



10-month immersive and interactive programme



Comprehensive Capstone Project



Build a robust peer-to-peer network



Ranked #3 (NIRF 2023, Management)

Note: The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings will be made available, at the discretion of faculty member.

Who is this Programme for?

In the new workplace, losers 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.



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 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.

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, Block Chain Technology, etc.

MODULE 5: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

- Supply Chain Management
- Service Operations
- Project Management
- Lean Systems
- Industry 4.0

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

Programme Structure



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.

Holistic Curriculum



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.

Capstone Project



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.

Simulation

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.

Programme 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. We encourage you to attend all the live sessions and make the best out of these interactive learning experiences. Post-session video recordings will be made available, at the discretion of faculty member.

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.

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.



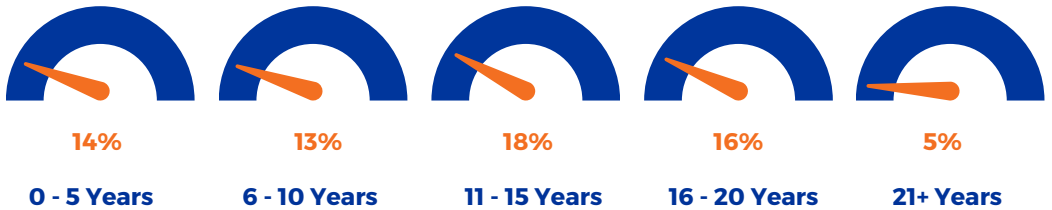
Drive organisational performance with digital business models and insights on implementing digital strategies.

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



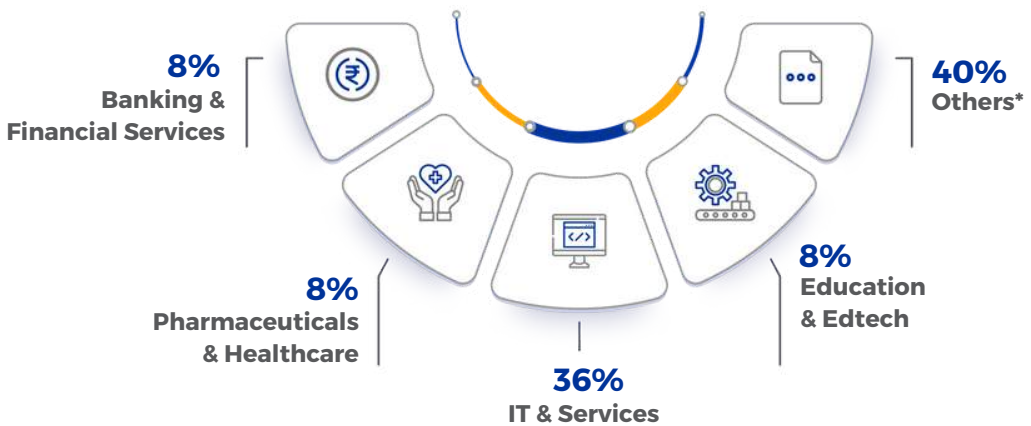
Past Participant Profiles

Work Experience



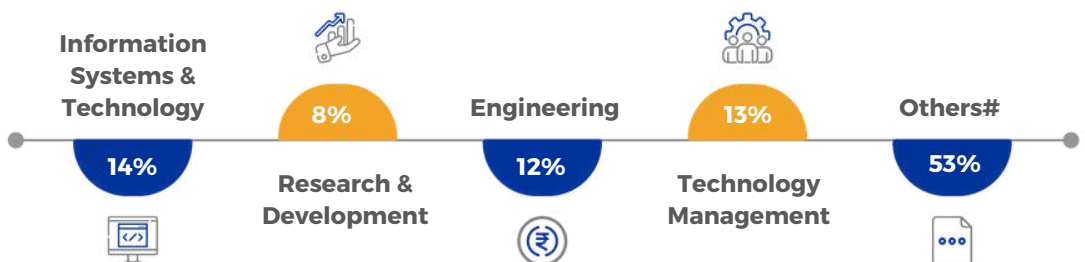
*34% of the participants have kept their work experience discreet.

Industry



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

Functions



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

Participant Testimonials



GMPBE course is a well thought out program from IIMK, it gives the participants a complete overview of what a leader should aware of once he gets to a leadership role, The live lectures ,Case studies, simulations and capstone project, very much happy with the program and how it shaped my thought process, support from Emeritus was amazing.

V Ajay Kalyan
Senior Trainer (Leadership Development)



The Business simulations were a great learning aid and it has helped me to evaluate learnings and better understand the implications of our strategic decisions. The subjects and modules were apt to make it a complete package.

Shabish Vijayarajan
Controller Quality Assurance



All the programme modules covered are related to the daily work culture and corporate requirements. It helped me to not only understand the concepts better but also improve my overall skills. All the tools used for session were excellent.

K P Veerendra Kumar
General Manager



The overall module selection is decent enough to give a thorough idea about the general management. After the completion of this program, I have a better understanding of core and basic requirements to run an organisation.

Abhijeet Kar
Regional Sales Manager - Asia



I'm from an aviation Security background and currently working for Mumbai Airport. In depth discussion and the answers to the queries by the faculty had cleared the concept of different topics. It will help me to move in right direction and grow faster in my professional life.

Chandrashekhar P. Kuthe
Deputy Manager, Mumbai International Airport Ltd

Programme Details

Programme Fee INR 2,15,000 + GST

Academic Orientation Sunday, April 21, 2024

Note:

- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
- The actual programme schedule will be announced closer to the programme start. As of now, the first academic session for Section A will be conducted on April 28, 2024 and for Section B will be conducted on May 04, 2024.
- GST (currently @ 18%) will be charged extra on these components.
- Instalment payment options available. Additional convenience charges will be applicable on instalment payments.
- Additional convenience charges will be applicable on instalment payments.
- For detailed information on instalment payments reach out to your programme advisor.
- The school will be providing study materials in an electronic format. In case if participants needs a physical copy, they will have to bear the international courier charges.

Round-wise Application Dates

Particulars	Application Fee	Particulars
Round 1	INR 2,000 + GST	Jan 30, 2024
Round 2	INR 2,500 + GST	Feb 29, 2024

Programme Schedule

Live Online Sessions

- Section A: Sunday, 9:30 AM to 12:30 PM
- Section B: Saturday, 9:00 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.
- The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings will be made available, at the discretion of faculty member.

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.



#4

72 Global | Rank #4 in India
Financial Times, Open
Enrolment Rankings 2023

#3

NIRF India Ranking
2023, Management

#2

Public B-Schools, The Week -
Hansa Research Survey 2023

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 + [918657038243](tel:918657038243)*

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

In collaboration with



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