



## Curate for Corporate Leaders

Professional Certificate Programme in  
**Advanced Management**  
IIM Kozhikode

**BATCH 03**



## 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.

Pursuing Professional Certificate Programme in Advanced Management from IIM Kozhikode, professionals will get exposure to different managerial aspects such as operations, marketing, human resources management, strategy, finance, and economics for holistic career development. They will be able to lead digital sales management transformation and combat industry challenges to attain the organisations' goals.

## Wishing you all the very best!

**Prof. Debashis Chatterjee**

A handwritten signature in blue ink that reads "Debashis Chatterjee".

Director IIM Kozhikode





# INDEX

1. Accelerated Growth Opportunities
2. Programme Overview
3. Redefining Excellence with Holistic Pedagogy
4. Key Takeaways
5. Programme Delivery
6. Assessment, Evaluation & Eligibility Criteria
7. Explore the Programme Content
8. Certification & Executive Alumni Status
9. Fees & Installment Pattern
10. Programme Chair's Profile
11. Explore IIM Kozhikode
12. About Jaro Education
13. Contact Us



## Accelerated Growth Opportunities

"Record surge in C-suite hiring as India Inc recovers from Covid-19 pandemic impact. Executive Search firms expect close to 50-100% growth in hiring over last year and would overtake pre-Covid levels of 2019 by 20-40% this year. According to these firms, senior-level hiring can be attributed to multiple factors. The key reasons at play here are pent-up demand, enhanced investment environment, expansion and capacity augmentation plans of companies along with a pickup in domestic demand and rapid digitalisation.

Source: Money9

**29,50,250/year**

Avg. Base Salary (INR)

The average salary for a **Chief Executive Officer (CEO)** is **INR 29,50,250.**

Source: PayScale

10%  
INR 487k

MEDIAN  
INR 3m

90%  
INR 10m



## Programme Overview

Unearth the nuances of the new 12 months Professional Certificate Programme in Advanced Management from premier top-ranked B-School, IIM Kozhikode. This interdisciplinary programme is suitable for working professionals who want to elevate in leadership positions or change their career trajectory.

A hallmark of IIM Kozhikode Professional Certificate Programme in Advanced Management benchmarks the world's best pedagogy and course modules that have been handpicked to suit the changing times. This interdisciplinary programme will help the participants to develop a conceptual understanding about dynamic management practices. They will learn from eminent IIM Kozhikode's faculty members and prominent practitioners working across different sectors across the globe. A special module to work on combating the individual and team anxiety in the trying times.

Transcend boundaries to acquire a new age education foundation with rigorous curriculum that has been curated to combine theoretical concepts with practical applications - value added to learners.

To capture promising frontier opportunities, Start your learning journey with IIM Kozhikode Professional Certificate Programme in Advanced Management.



## Redefining Excellence with Holistic Pedagogy

- ▶ The pedagogy for IIM Kozhikode Professional Certificate Programme in Advanced Management has been curated to combine theoretical concepts with practical applications.
- ▶ Learners would be introduced to multiple learning media such as case studies, exercises, simulations and classroom activities.
- ▶ This interdisciplinary programme has a rigorous curriculum ensuring quality pedagogic practices, innovation and business education.

## Key Takeaways

Certification of Completion of IIM Kozhikode

Executive Alumni Status IIM Kozhikode\*

Hands-on experience on Capstone Projects

Study with eminent IIM Kozhikode's Faculty

Convenient Direct to Device [D2D] learning



## Programme Delivery

Duration	: 12 Months
Application Closure Date	: 31st December, 2022
Batch	: Batch 03
Mode	: Direct to Device
Session Time	: Sunday from 3:30 p.m. to 6:30 p.m.
In-Campus Module	: For a Duration of 2 Days*

**Note: \*The In-Campus modules are Mandatory.**



## Assessment , Evaluation & Eligibility Criteria

### Assessment & Evaluation

- ▶ The evaluation methodology is the discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments, and any other component as decided by the faculty.
- ▶ A minimum of 75% attendance is a prerequisite for the successful completion of this programme.
- ▶ The participants will have to secure the minimum pass marks in the evaluation components specified by the faculty.
- ▶ 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'.
- ▶ IIM Kozhikode- Advanced Management programme may require participants to work on individual/group assignments and or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning of the programme to actual organisational decision scenarios.

### Eligibility Criteria

- ▶ 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 6 years of work experience after graduation.
- ▶ Selections will be based on detailed candidate profiles, written and shared by candidates elaborating his/her Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme".



## Explore the Programme Content



### 1. Business Economics

- Microeconomics
- Business environment
- Macroeconomics



### 2. Supply Chain Management

- Fundamentals of Supply chain management
- Demand and supply planning
- Inventory management
- Optimization



### 3. Managing Organizational Change

- Organizational change – factors and outcomes
- Managing crisis
- Becoming Change agents



### 4. International Business

- Mode of entry into international markets
- International ethics
- International structure and operations
- Legal, political and social context of international business



### 5. Corporate Finance

- Investment Criteria and Capital Budgeting
- Working Capital Management
- Introduction to Valuation and Value Drivers
- Mergers, Acquisitions & Divestitures with Financial Implications
- Strategic Business & Risk Analysis



### 6. Business Analytics, AI & ML for Decision Making

- Introduction to Business Analytics
- Significance of Artificial Intelligence in business
- Decision making in the age of machine learning and deep learning



## 7. Product & Brand Management

- Product life cycle
- Consumer behaviour
- Branding and brand positioning
- Brand loyalty



## 8. Marketing in a Digital World

- Digital advertising
- Social media and branding
- Analytics in Marketing



## 9. Business Communication

- Art of verbal and non-verbal communication
- Harnessing the skill of effective listening
- Effective written communication
- Art of persuasion
- Cross-cultural communication



## 10. Strategic Human Resource Management

- Human Resources as a source of competitive advantage
- Recruitment and Selection
- Performance Management
- Compensation, Rewards and Recognition
- Coaching, Mentoring, Learning and development



## 11. Corporate Strategy, Ethics & Governance

- Introduction to corporate governance
- Top management teams & governance
- Business ethics and corporate sustainability



## 12. Leadership and Group Dynamics

- Leadership
- Self Management
- Resolving Team Conflicts



## 13. Capstone Project



## Certification & Executive Alumni Status



*Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode*

- ▶ Upon completing the required criteria, participants will be accorded with prestigious Executive Alumni status from IIM Kozhikode.
- ▶ Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion'.
- ▶ Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a 'Participation Certificate'.

## Fees & Installment Pattern

### Fee Structure

Application Fee	INR 2,000/- + GST
Total Fee (excluding application fee)	INR 3,66,000/- + GST

### Installment Pattern

Initial Fees	INR 1,10,000/- + GST
Installment 1	INR 96,000/- + GST
Installment 2	INR 80,000/- + GST
Installment 3	INR 80,000/- + GST





## Programme Chair's Profile



### Prof. Deepa Sethi

Prof. Deepa Sethi is a Professor and Dean, Programmes & International Relations at the Indian Institute of Management Kozhikode. She has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioral Aspects in Organisations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School. Her teaching areas include Managerial Communication, Cross-cultural Communication, and Written Analysis & Communication (WAC). Her research interests are Verbal & Nonverbal Communication, Cross-cultural Communication, Soft Skills for Interpersonal Effectiveness, Health Communication, and Presentation Skills. She has also been awarded Prof. Indira Parikh 50 Women in Education Leaders Title in 2019. She has published in high impact refereed A\* and listed international journals.



### Dr. Prantika Ray

Dr. Prantika Ray is an Assistant Professor at the Indian Institute of Management Kozhikode. She is one of the only nine global awardees of the prestigious Paul R. Lawrence Fellowship at the North American Case Research Association 2021. She has earned her PhD (fellow) in management from the Human Resources Management (HRM) from the esteemed Indian Institute of Management Ahmedabad. She has developed and taught several courses to post graduate students across various institutes. She is also involved in training working executives and senior leaders across eminent organizations in reputed multinational companies. She has worked in various capacities in multiple consulting assignments in public-sector and private-sector companies across the globe. She has published in reputed peer reviewed journals like International Journal of Knowledge Management, Journal of Global Mobility, Indian Journal of Industrial Relations and Human Resource Management International Digest. She has co-authored multiple case studies that are registered with the Harvard Business School Publishing and Indian Institute of Management, Ahmedabad Case Centre. She has presented her papers in reputed international and national conferences including the Journal of Management Studies conference, Birmingham (UK) in 2020 and British Academy of Management, Bristol (UK) in 2018. Her research and teaching interests include cross-cultural management, HR analytics, AI/Robotics and its effect on HRM, generational HRM, strategic human resources management, future of work, knowledge-management and leadership.



## Explore IIM Kozhikode

IIM Kozhikode is ranked 5th as per the 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 the CFIS (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) released recently by the Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK). Since its inception, IIM Kozhikode has successfully carved its niche in management education through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.



NIRF India Rankings  
2022: Management



IIM Kozhikode sole IIM  
to feature in ARIIA 2021





## About Jaro Education

**“INDIA'S MOST TRUSTED  
ONLINE HIGHER  
EDUCATION COMPANY”**

**1000+**

Corporate Associations

**3,00,000+**

Careers Transformed

**2009**

Enhancing Career Since



**2022**  
EdTech Leadership Award



**2022**  
National Best Employer Accolade



**2019**  
Economic Times Award



**2018**  
ABP Education Award



**2017**  
Modi Award

Jaro Education is a leading Ed-Tech company and a pioneer in the executive education space with more than 3,00,000 alumni. Jaro Education has partnered with various Top B Schools, Universities, and Premium Institutions nationally as well as internationally and has received multiple national-level awards for its exceptional contribution to education.

IIM Kozhikode has empanelled Jaro Education for providing promotion and admission support to its Professional Certificate Programme in Advanced Management.

### Jaro Education Presence

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Hyderabad | Jaipur | Kolkata |  
Mumbai | Nagpur | Pune

# LEARNING



## Contact Us

### **IIM Kozhikode Executive Education**

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### **Jaro Education Programme Expert**

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