BATCH - 4

ADVANCED MANAGEMENT PROGRAMME FOR IT PROFESSIONALS

10 Months, Live Online Sessions

// Overview

The USD 191 billion Indian IT industry is slated to clock USD 350 billion in revenue by 2025 (IBEF, 2020). This growth is fueled by an increasing focus on digital transformation and an uptick in emerging technologies disrupting 'business-asusual' processes across industries.

The **Advanced Management Programme for IT Professionals** from the Indian Institute of Management Kozhikode (IIM Kozhikode) will equip you with the critical cross-disciplinary skills in information technology and business management. You will gain technical knowledge as well as strategic and tactical skills to drive business innovation and competitive strategy in the IT industry. You will also learn to incorporate IT strategies from the perspective of technological disruptors such as AI, ML, data analytics and cloud computing with the business goals of your organisation. On successfully completing the programme, you will be an industry-ready professional, while being eligible for the prestigious IIM Kozhikode Executive Alumni Status.

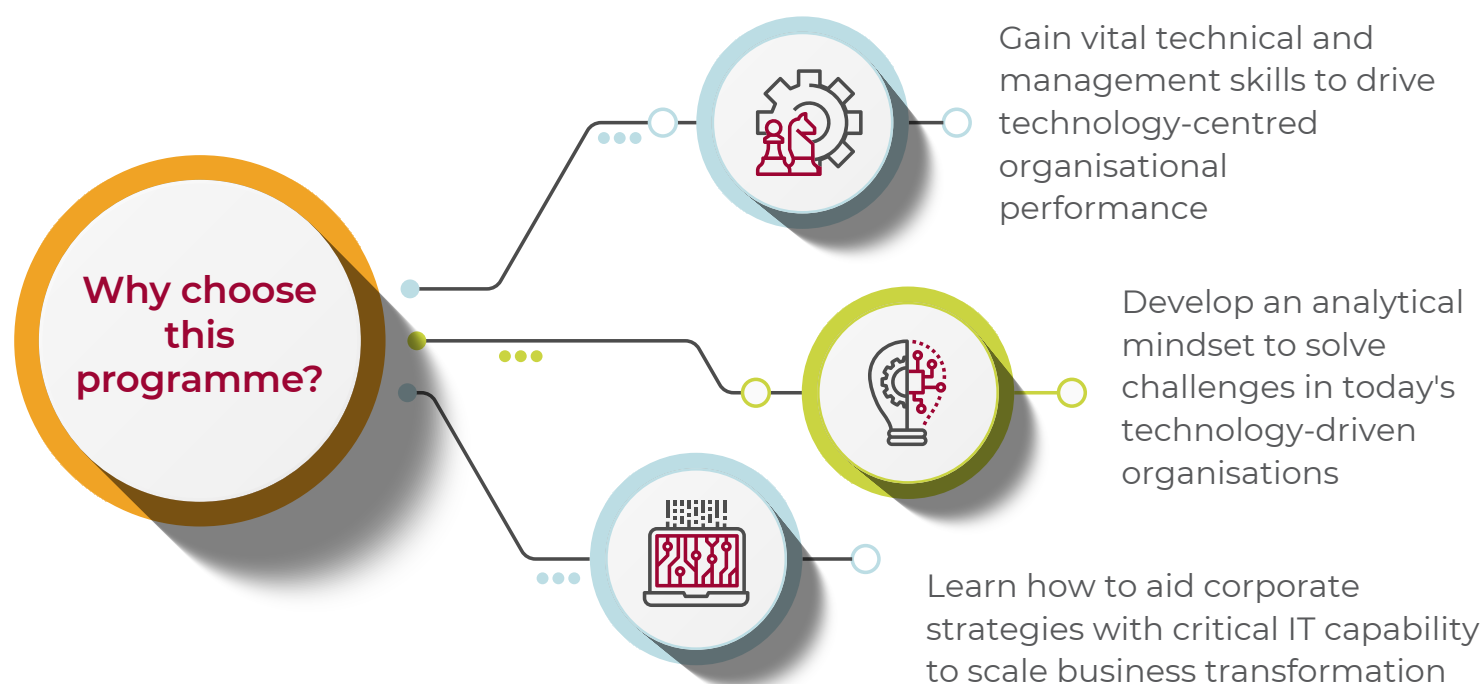| Starts On	Duration	Programme Fee
June 30, 2022*	10 Months	INR 1,75,000 + GST

*Begins with an introduction to the platform

Why choose this programme?

Gain vital technical and management skills to drive technology-centred organisational performance

Develop an analytical mindset to solve challenges in today's technology-driven organisations

Learn how to aid corporate strategies with critical IT capability to scale business transformation

// Who is this Programme for?

This IIM Kozhikode certificate programme is ideal for:

- This programme is ideal for Mid-career IT professionals looking to transition to senior management roles by gaining a cutting-edge perspective on IT management and senior professionals keen to understand and deploy IT management principles/ strategies for business growth.

- Non-IT professionals seeking to switch careers and become industry-ready IT management professionals will also benefit from this programme.
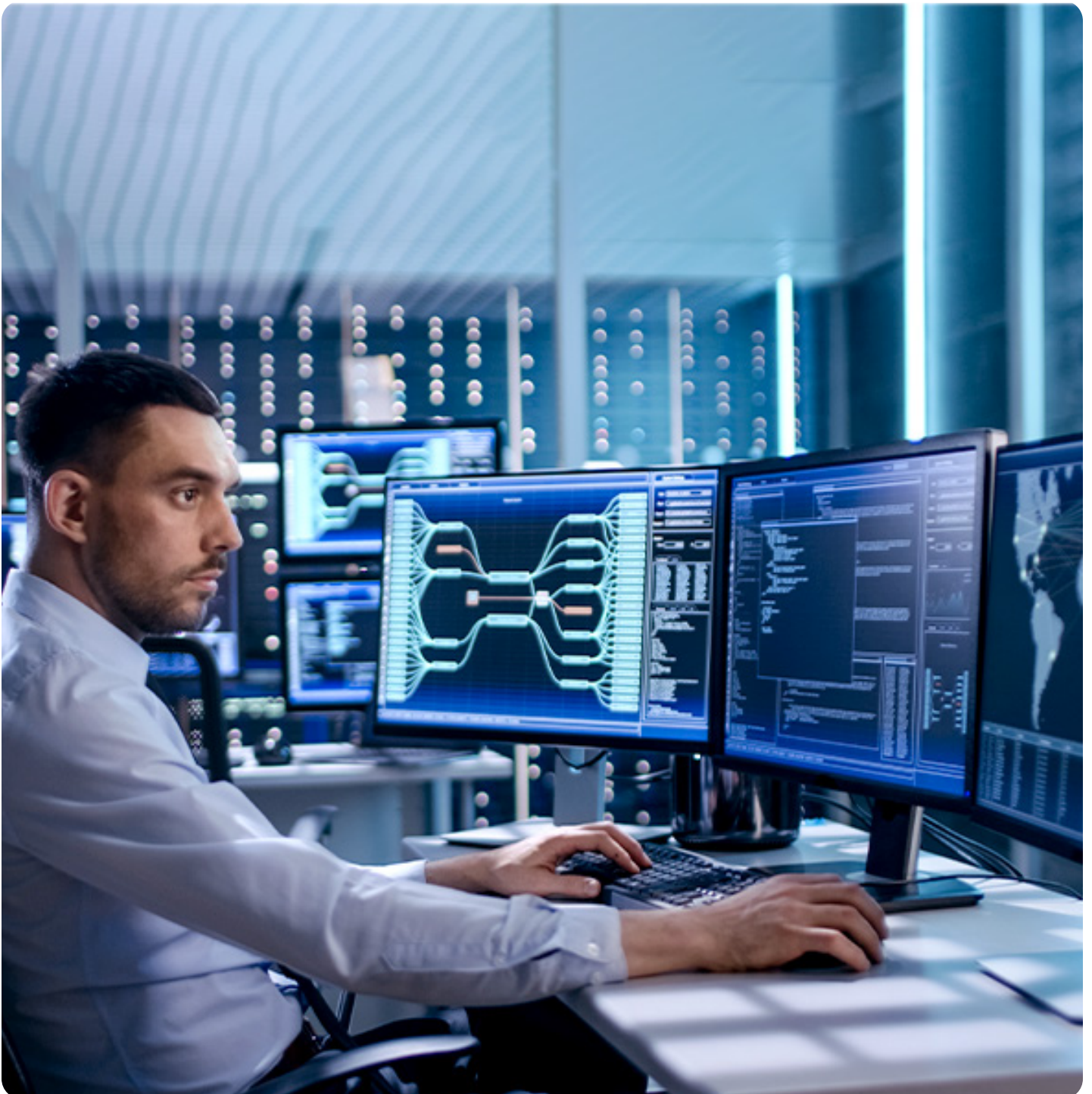
// Programme Highlights

Receive a Certificate of Completion from one of India's leading B-Schools (NIRF, 2022)
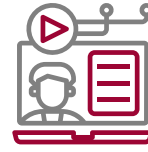
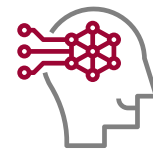Learn from distinguished IIM Kozhikode faculty and renowned industry experts

Experience immersive learning with industry case studies and gain actionable insights

Be eligible for lifelong Executive Alumni Status and grow your professional network

Become skilled in the various facets of business, technology and their interrelation

Explore best practices and use cases in IT Management to enhance business transformation and growth

// Programme Directors

Prof. Anjan Kumar Swain

Professor, Information Systems

Professor Swain has a PhD from the University of Sheffield, United Kingdom. His research interests include managerial implications of state-of-the-art methods of digital transformation, blockchain technology, artificial intelligence and other upcoming technologies. His publications are in the fields of mathematical modelling, Space Robotics, AI-based methods for decision making, multi-criteria decision-making etc.

Recent Publications:

1. *Application of AHP in partner selection for innovation in strategic alliances,* Int. J. Business Innovation and Research, Vol. 19, No. 4, 2019.
2. *Does Robotic Process Automation (RPA) bring efficiency in Audit process?*, 17th AIMS International Conference on Management, Jan 2-4, 2020.

Prof. M. P. Sebastian

Professor, Information Systems

Professor Sebastian received both his masters and PhD degrees from the Indian Institute of Science, Bangalore. His research interests include artificial intelligence, machine learning, cybersecurity, enterprise and cloud computing, healthcare ICT, etc. He has guided 10 PhDs and is a PhD Examiner of many reputed institutions including NTU Singapore, IIT Bombay and IIT Madras.

Recent Publications:

1. *Examining the relationship between e-government development, nation's cyber-security commitment, business usage and economic prosperity: a cross-country analysis. Information and Computer Security, Volume 29, Issue 5, 2021.*
2. *Assessing the adoption of a home health provisioning system in India: An analysis of patients.* Health Policy and Technology (Elsevier), March 2016, pp. 74-83.

Note:
- Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.
- Industry Expert sessions could be scheduled on a different time zone, depending on speaker availability.

// They are Programme faculty

Prof. R. R. Pillai
Professor,
Information Systems

Dr Pillai is a Gold Medalist from the University of Kerala and has an M.E. and PhD degrees from IISc., Bangalore. His research interests include digital transformation, ICTs and their social impact and sustainability.

Prof. Manoranjan Dhal
Associate Professor,
Organisational Behaviour and Human Resources

Dr Dhal has a PhD from IIT, Kharagpur and is trained in T-group or Human Process Laboratory method by the Indian Society for Applied Behavioural Science. His key research interests are in industrial relations, trade union, and union-management relationship.

Prof. Rachappa Shette
Associate Professor,
Finance, Accounting and Control

Dr Shette has published papers in several peer-reviewed national and international journals and conferences. His main research interests include financial reporting, financial statement analysis, as well as cost and management accounting.

Prof. Leena Mary Eapen
Associate Professor,
Economics

Dr Eapen has a PhD from the Madras School of Economics, Chennai. Her research interests include development economics, energy economics and macroeconomic policies.

Prof. Abhipsa Pal
Faculty Fellow & Chairperson (Forum for Living Rights),
Information Systems

Abhipsa Pal has a PhD from IIM Bangalore, and her research papers have appeared in several prestigious journals. Her research areas include information technology adoption and use, as well as mobile payment services.

Note: This is a tentative list, and the confirmed Faculty will be shared closer to the programme commencement.

// Programme Modules

PART 1: INTRODUCTORY MODULES

- Information Technology and Systems
- Accounting and Finance
- Managerial Economics
- Sales and Marketing Management
- Human Resources Management
- IT Operations and Supply Chain Management

PART 2: IT MANAGEMENT

- IT Strategy and Business Transformation
- Disruptive Technologies: Cloud Computing, IoT, Social Media and Mobile
- Data Analytics Fundamentals
- Data Pre-processing and Visualisation
- Machine Learning
- Artificial Intelligence
- IT Security and Risk Management

PART 3: PROJECT

- Group Project - Allocation, Guiding, Presentation and Evaluation

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

// Real-world Case Studies

Alexa: A Pandora's Box of Risks *by Russell Walker (Kellogg School of Management)*

Amazon's Echo and Echo Dot smart speakers enabled the penetration of artificial intelligence (AI) voice assistants into the everyday lives of millions of people. Amazon had developed significant new capabilities for Alexa and made substantial progress in monetising its digital voice assistant. This case explores Amazon's challenges in continued consumer acceptance and precluded detrimental government or regulatory action.

ByteDance Beyond China: Leveraging Consumer Artificial Intelligence (AI) from Toutiao to Musical.ly and TikTok *by Jason P. Davis, Anne Yang & Minh Vo (INSEAD)*

ByteDance, the Chinese company behind TikTok made headline news in 2018 when it was valued at $75 billion to become the world's most valuable start-up. The case xplores the following questions: What role does AI play in ByteDance's Toutiao and TikTok products? How does AI create value for consumers of these products? How difficult is it for competitors to imitate the success of Toutiao and TikTok?

Artificial Intelligence: Stitch Fix A Blue Ocean Retailer in the AI World *by W. Chan Kim, Renee Mauborgne & Melanie Pipino (INSEAD)*

Katrina Lake managed to turn a Harvard Business School class project into Stitch Fix, a US $1.5 billion company. Stitch Fix provides personalised styling service of selected clothing and accessories based on its customer preferences and constraints. This case explores how Katrina Lake unlocked a differentiated and low-cost offering leveraging AI and the brilliance of stylists to disrupt the retail market space.

Note: Listed above are a few indicative case studies and the programme will include additional case studies relevant to the respective modules.

// Learning Outcomes

Grasp core managerial concepts to successfully lead technology-driven organisations

Develop relevant technological and analytical capabilities to create and optimise complex information systems
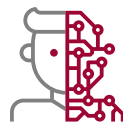
Gain exposure to strategic perspectives in IT security, risk management, data analytics and business innovation

Explore how cloud computing, IoT, Machine Learning and Artificial Intelligence drive technological disruption

Strike a balance between contemporary technical knowledge and managerial skills while advancing your business acumen
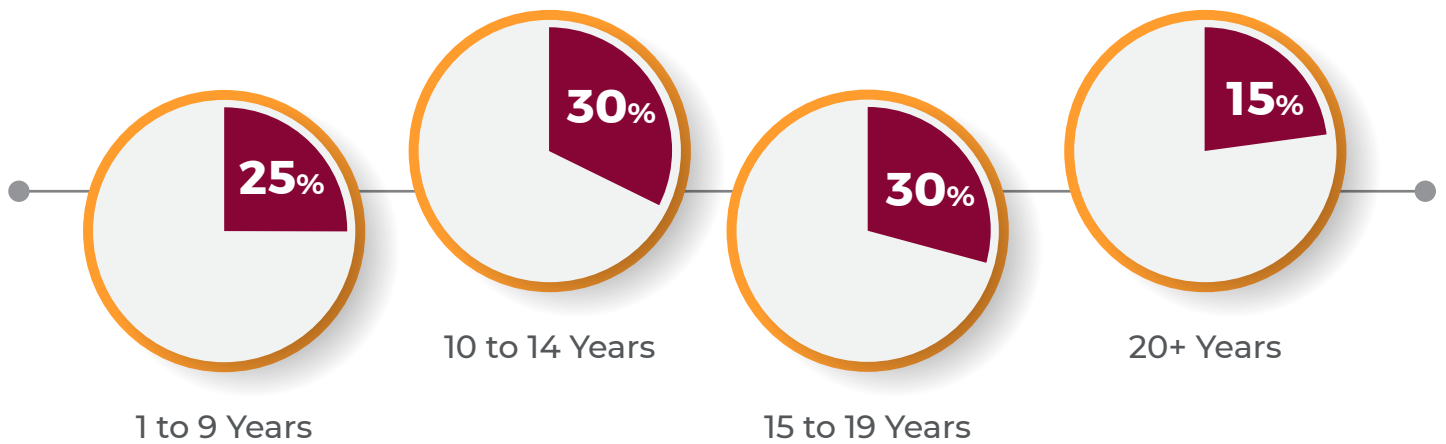
Understand how to seamlessly manage and apply complex IT processes that aid overall corporate strategy
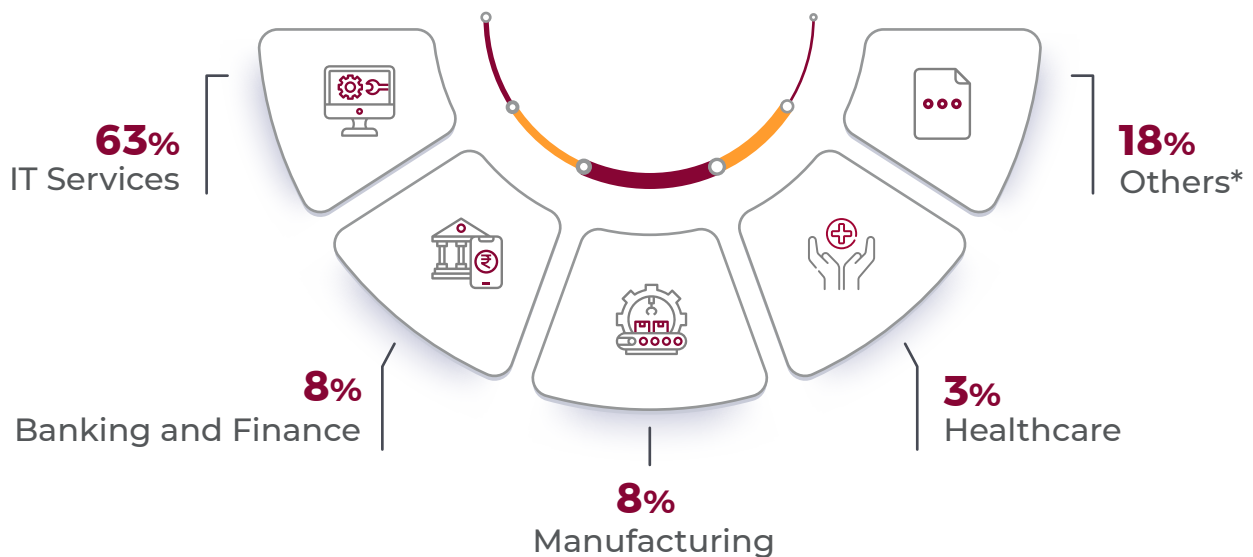
Past Participant Profiles

Work Experience

25%
1 to 9 Years

30%
10 to 14 Years

30%
15 to 19 Years

15%
20+ Years

Industries

63%
IT Services

8%
Banking and Finance

8%
Manufacturing

3%
Healthcare

18%
Others*
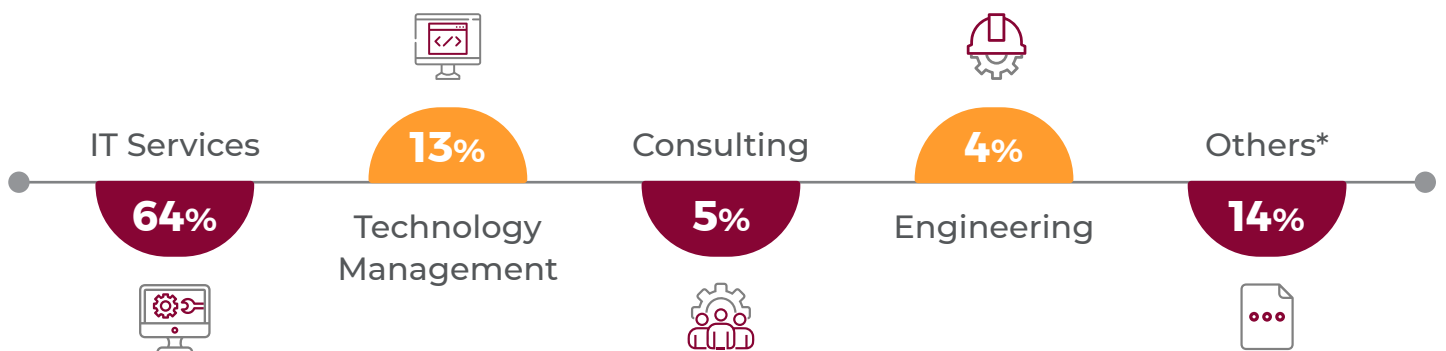
*Others include FMCG, E-commerce, Infrastructure, Government Services, Retail and Telecommunication, amongst others.

Functions

IT Services
64%

13%
Technology Management

Consulting
5%

4%
Engineering

Others*
14%

*Others include Customer Service, Manufacturing, Revenue Department, and Sales, amongst others.

// Programme Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components, but have a minimum attendance of 75% shall be awarded a participation certificate.

भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode

eMDP
Professional Certificate Programme

This is to certify that
Name

participated and successfully completed the programme
Advanced Management Programme for IT Professionals
(June 2022 - May 2023)

Programme Facilitators   Chairperson - MDP   Director

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

Eligibility

- Graduates (10+2+3)/ Diploma Holders (10+2+3) in any discipline from a recognised university with minimum 3 years of work experience after graduation as on Jun 30, 2022
- Working knowledge of MS Excel is desirable

Evaluation

The evaluation methodology is at the discretion of the faculty and includes online exams, case analysis, class contribution, assignments and any other components. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. Participants will have to secure the minimum pass marks in the respective evaluation components.

// Programme Details

Programme Fee INR 1,75,000 + GST

Instalment Schedule

Particulars	Remarks	Fee
Booking Amount	Within 7 days post selection	INR 18,000 + GST
Instalment I	Jul 11, 2022	INR 35,000 + GST
Instalment II	Nov 10, 2022	INR 70,000 + GST
Instalment I	Mar 10, 2023	INR 52,000 + GST

Note:
- The actual programme schedule will be announced closer to the programme start
- GST (currently @ 18%) will be charged extra on these components
- Postage charges for books and study materials sent to locations outside of India will be paid for by the student

Round-wise Application Dates

Particulars	Application Fee	Dates
Round 1	INR 1,500 + GST	Apr 21, 2022
Round 2	INR 2,000 + GST	May 22, 2022

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.

Programme Schedule

Academic Orientation
July 16, 2022

Live Online Sessions
3 hours per week
Saturday, 12:15 PM to 3:15 PM

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:
- In case a programme session corresponds with a public holiday, the session would be held on the following day.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on 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

IIM Kozhikode ranks 15th in Asia Pacific and #101+ globally in the QS World University Global Executive MBA Rankings 2020. Since its inception, IIM Kozhikode has successfully carved its niche in the area of 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.

// 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 66,000 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 us at
iimk.execed@emeritus.org

🄌 **WhatsApp an Advisor On +91 7208889990***

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

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