



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



Professional Certificate Programme in Business Management (Batch 12)

12 Months | Live + Campus Immersion | ₹2,65,000 + GST

IIM Kozhikode Advantage

From the Director's Desk



Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. 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 data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world is a testimony to the growth we have achieved in our nearly 27-year journey of academic excellence.

At this juncture, it is also pertinent to share that both the 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, and 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 Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope, and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Invest in your potential and jumpstart your career by enrolling in IIM Kozhikode's Professional Certificate Programme in Business Management. Wishing you the best of learning experiences here.

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is fluid and cursive, with the first letter 'D' being particularly large and stylized.

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

Business Management & Enterprises

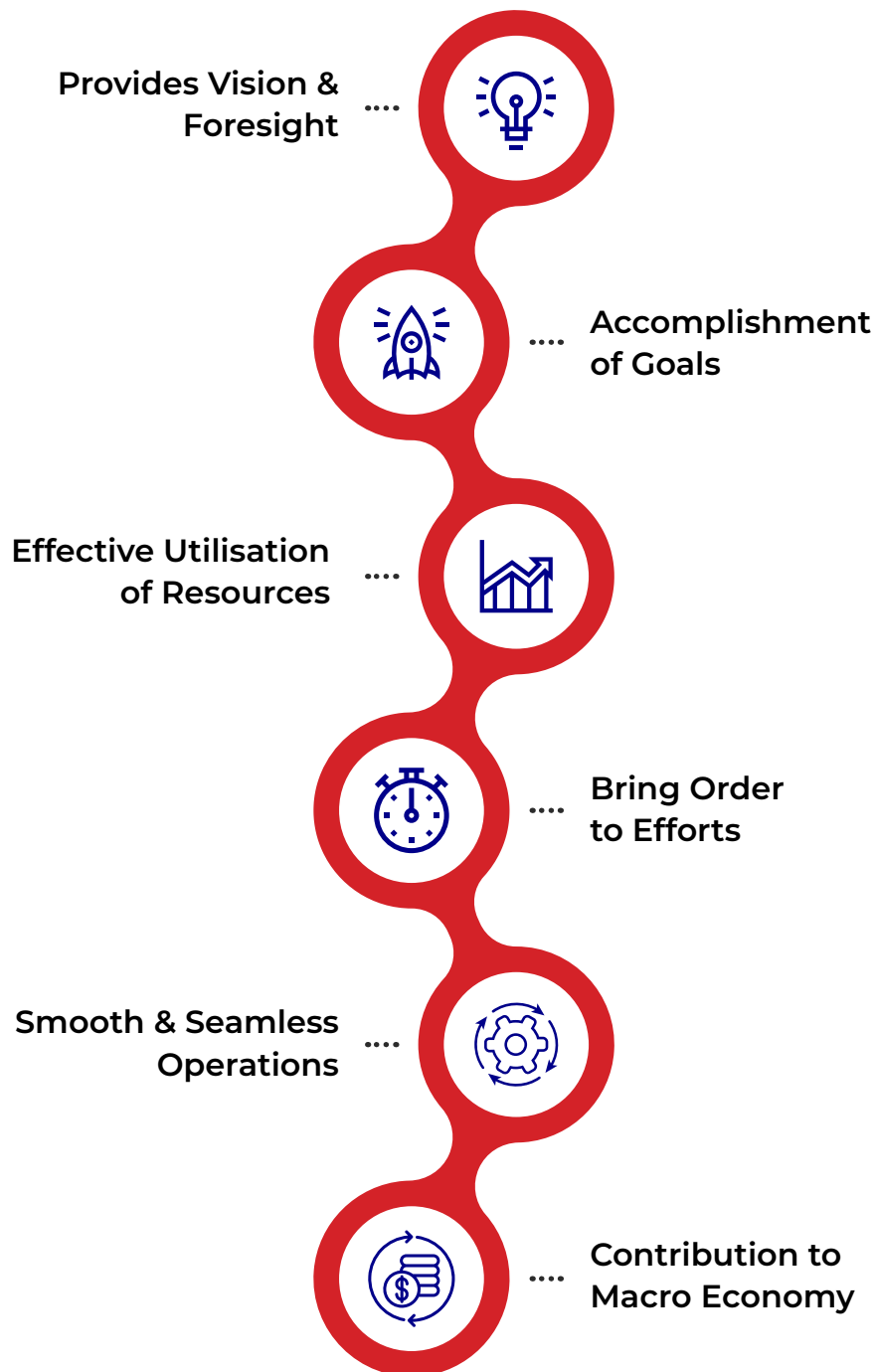
To paraphrase Peter Drucker, management can be described as the dynamic life-giving and life-sustaining element of every business enterprise. It is the thinking organ that provides vision to the business. It is also the integrating force for the accomplishment of business objectives. Business Management involves strategic thinking, decision-making, and ethical leadership that keeps an organisation on track and moving toward its goals at the right time and in the right manner.

Essential Functions of Management



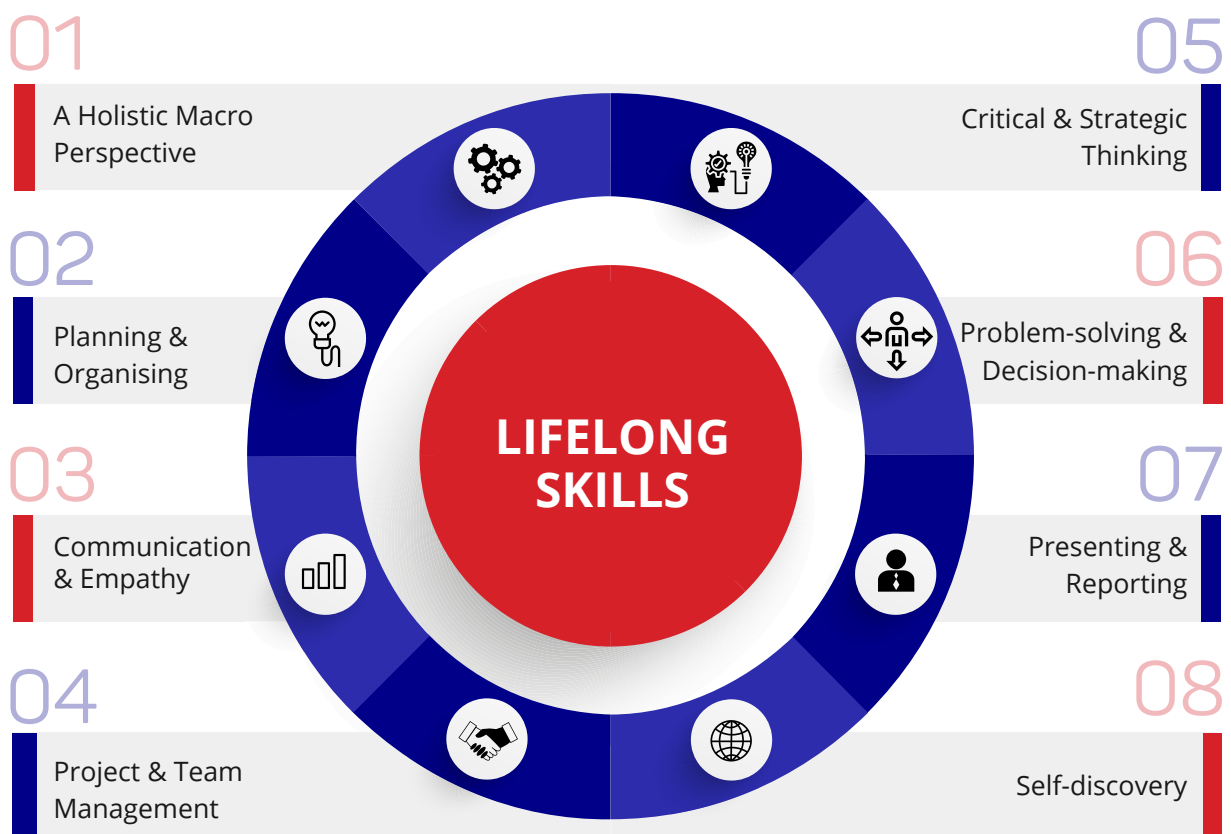
In recent history, enterprises that have failed due to poor or myopic or unethical management practices include Kodak, Compaq, Toys "R" Us, Enron, WorldCom, Satyam, etc. Thus, the importance of sound business management practices to a successful and sustainable enterprise cannot be emphasised enough. The goal of management is to get people together to achieve the same desired objectives and goals by using the resources that are available effectively and efficiently.

Benefits of Management for Enterprises



Acquiring and building holistic managerial competencies not only benefits one professionally but also personally. It is a transformative experience that imbues qualities and inculcates a mindset that broadens perspectives, boosts confidence, promotes discipline, fosters team spirit, enables decision-making, and kindles leadership.

Studying Business Management: Lifelong Skills



Understanding management principles, learning management tools and techniques, and developing management acumen, are personality-developing and career-defining imperatives for working professionals seeking role elevation and recognition as thinkers, influencers, decision-makers, leaders, etc.



Programme Overview

This programme is developed keeping in mind the everchanging dynamic environment of today. New opportunities are emerging in and around our lives that businesses can tap onto. The ever-changing tech environment has already raised concerns and businesses have been racking their brains to remain competitive. The new today and tomorrow demands executives who are mentally prepared and ready to take on the future with skills and knowledge that will equip them to make a space for themselves at their workplaces. This programme offered by **IIM Kozhikode** emphasizes on inherent qualities within to bring out the best.

Programme Highlights



A contemporary 12-month programme of business management



Live classes by highly experienced faculty and 2 days of campus immersion



Real-life case studies and simulation-based pedagogy



IIM Kozhikode Executive Alumni status

Learning Outcomes

After completing this programme, the participants should be able to:



Get comprehensive business management exposure with a focus on general management, marketing, and digital transformation



Experience hands-on learning of international business, brand management, corporate finance, and organisational behaviour under the expert guidance of seasoned industry practitioners



Gain a holistic and integrated perspective of the business and its environment



Hone analytical, strategic, and business thinking competence

Programme Curriculum

1. Pillars

- Principles of Marketing
- Financial Markets and Banking
- Managerial Economics
- Management Accounting
- Strategic Management
- Individual and Group Behaviour in Organisations
- Business Law
- Managerial Communication
- Human Resource Management
- Operations Research

2. Skills

- Presentation Skills
- People Skills
- Managing Teams
- Negotiation and Persuasion Skills
- Creativity & Innovation

3. Expertise

- Digital Transformation
- International Management
- Consumer Behaviour and Marketing Research
- Cross-cultural Management
- Change Management
- Product and Brand Management
- Corporate Finance
- Logistics and Supply Chain Management
- Organisation Structure, Design, and Change
- Sales and Distribution Management

4. Project Work

5. Business Simulation

6. Master Classes

Pedagogy

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, case studies, and participants' experience sharing.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.

Schedule

Sunday
3:30 pm - 06:30 pm

Duration

12 months (130 hours)

Campus Immersion

There will be a 2-day on-campus module at IIM Kozhikode towards the end of the programme.

The in-campus modules are subject to the conditions that prevail at that point in time. These conditions pertain to the pandemic or other unavoidable reasons. In case the in-campus module is not confirmed due to the COVID-19 situation, the same will be included in the total number of online sessions.

Who Should Attend?

The business management programme of IIMK is targeted towards senior and middle level managers/executives who would like to hone their knowledge and skills that prepare them for the new milieu seasoned with Uncertainty and opportunities.

Eligibility Criteria

- Bachelor's Degree (10+2+3 or 10+2+4)/Diploma (10+2+3) from any recognised university
- Minimum 1 plus years of full-time work experience post completion of qualifying education

**Internships and trainee experiences will not be considered as full-time experience.*

Admission Criteria

Participants will be selected based on their overall profile, from the corporate nominations and retail applications with credentials. The final selection of participants will be solely done by IIM Kozhikode.

Attendance Criteria

A minimum 75% attendance would be required for the successful completion of the programme.



Assessment & Evaluation

The evaluation methodology is at the discretion of the faculty. The methodology includes online exams, case analysis, class contribution, and any other component as decided by the faculty.

The 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 in the programme to actual organisational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components.

1	Quizzes and Classroom exercises	25
2	Capstone Project (Group)	50
3	20 hrs Non- classroom real life project (Individual)	25
	Total	100

Certification

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.
- Successful participants will also be accorded 'IIM Kozhikode Executive Alumni' status.



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

Programme Coordinator



DEEPA SETHI
PROFESSOR

Prof. Deepa Sethi is a Professor and Dean, Outreach, Executive Education & Internationalization 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 Behavioural 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 & non-verbal 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 A-listed international journals.



Vox Alumni

Mritunjay Kumar

General Manager Sales

INTAS Pharmaceuticals Ltd

After taking this course, I feel much more confident about the things which we do on a day-to-day basis. The course is tailor-made for all those who have been working in a single field and wish to enhance their career in General Management. The overall course captures all the Management-related topics and helps to sharpen knowledge and skills. Sessions are quite interesting, interactive and help us to learn the basic and advanced theoretical and practical points of Management. Professors associated with the courses are well-learned and very cooperative.

I would like to recommend this course for all the professionals who are in some field of General Management and aspire for career growth.

Dhwani Kothari

Liability Insurance Placement Manager

Willis Towers Watson India Insurance Brokers Private Ltd

PCPBM is a blend of theoretical and practical interactive sessions across various subjects. It is a holistic programme comprising of assignments, quiz, group projects, etc. During this course I have come across peers from various industries with amazing minds and it has helped me in my personal development also. It is apt for people who are in the mid-level of their career and wish to climb the corporate ladder. Also, name of the Institute on your CV can do wonders!

Programme Fee

Particulars	Amount (₹)*
Programme Fee	2,65,000
Total Fees	2,65,000

Note:

*Taxes will be additional as applicable.

*All fees will be collected by BCCL.

This is with reference to the refund of the Processing Fee, please note that the Processing Fee shall not be refunded in the following circumstances:

- In case the candidate rejects the offer issued by the Institute; and
- In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.

Instalment Schedule

Instalment	Date	Amount (₹)*
I	To be paid at the time of registration	20,000
	Within one week of offer rollout	58,000
II	10 th September, 2024	63,000
III	10 th December, 2024	62,000
IV	10 th March, 2024	62,000

*Taxes will be additional as applicable.

Programme Timelines

Last Date to Apply	Refer to Website
Programme Start Date	30 th June, 2024
Programme End Date	July 2025

PAY SECURELY





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Indian Institute of Management, Kozhikode (www.iimk.ac.in)

The fifth IIM to be established by Govt. of India in 1996, IIMK started its academic journey in 1997 with its flagship Postgraduate Program (PGP). The Institute is on a high growth trajectory today, offering widest range of academic programs in the field of management education. These include Doctoral Programme in Management (PhD), 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 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, the Indian Business Museum and six other Centres of Excellences encompassing diverse areas. IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also made its global debut for its flagship MBA and EMBA programme in the 2020/21 QS World University Rankings. In 2023, IIM Kozhikode also broke into Top-100 in Financial Times Ranking for Open Enrollment Programme (Rank #72) and Masters in Management (MBA) (Rank #77). Institute is globally accredited by EQUIS (EFMD) and AMBA (UK).



#3

NIRF India
Rankings 2023,
Management

#4

Rank #4 in India and #72
Globally, Financial Times,
Open Enrollment Ranking 2023

#3

India's Best B-School
The week-Hansa
Research Survey 2023



TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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