भारतीय प्रबंध संस्थान कोषिक्कोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

CHIEF PRODUCT OFFICER (CPO) PROGRAMME

10 Months | Live Online + On-Campus Immersion

IIM Kozhikode Executive Alumni Status

2	Double Accreditation (AMBA & EQUIS)
#3	Top B-School in India (NIRF 2023) *Management Category
#4	72 Globally | Rank #4 in India, Financial Times, Open Enrolment Rankings 2023

The 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 necessary to give meaning to our present and give this Institution a sense of purpose, direction, and imagination. That is why we have chosen to think about 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 businesses makes us believe that this is a legitimate aspiration.

IM Kozhikode's Chief Product Officer Programme is the first-of-its-kind product leadership programme in India that offers immersive learning through engaging live online sessions and a three-day on-campus immersion at the IIM Kozhikode campus. This programme is designed to help product leaders, new and evolving CPOs, business founders and consultants with minimum 8 years of work experience to drive sustainable and successful product-led transformation in the organisation. The meticulously curated industry-leading modules will enable participants to master product-led growth, strategic leadership and the art of building and scaling winning products.

Invest in your potential and start your journey of future-proofing your product leadership career with the first step by enrolling in the first batch of IIM Kozhikode's Chief Product Officer Programme.

Wishing you all the very best!

Prof. Debashis Chatterjee
Director,
Indian Institute of Management Kozhikode

The average lifespan of an S&P 500 organisation has fallen by 80% in the last 80 years (from 67 to 15 years), as per Harvard Business Review. This volatility makes it clear that agility and innovation reign supreme in today's marketplace. As competitive pressure piles up, staying differentiated is the mission-critical priority for most enterprises. However, to accelerate internal product shakeup and innovation, organisations need trailblazing product leaders who can combine product capabilities, data, and insights to power up a product strategy and roadmap.

To address the necessity of upskilling in the realm of product leadership, IIM Kozhikode has launched a first-of-its-kind Chief Product Officer Programme in India. An immersive professional development experience, this programme will equip you with the insights, strategies, and professional network to enter the legion of the top 1% of product growth leaders in India.

As the responsibilities and influence of Chief Product Officers have expanded, this programme will offer you a tactical and strategic guide to help you foster strategic thinking, customer empathy, effective communication and leadership abilities. You will learn how to lead with vision, break through a noisy market, and deliver customer-centric products.

Organisations scrambling to fill the vacuum in product innovation are hiring future-ready Chief Product Officers.

1. With **2,000+** job openings on LinkedIn, the Chief Product Officer role is in high demand, globally: The Future of PM by Product School, 2023.

2. Over one third of Fortune 100 Companies now have a Chief Product Officer, representing a **41%** growth rate over the past three years: The Future of PM by Product School, 2023.

Starts on
30 December, 2023*

Duration
10 months

Programme fee
INR 4,80,000 + GST

Who is This Programme For?

Product Leaders who want to infuse cutting-edge practices and insights into product strategy, propelling them to drive significant business impact.

New and Evolving CPOs interested in attaining a strategic and functional outlook on launching customer-centric products and shaping the future of product innovation.

Business Founders and Consultants looking to master product-led growth strategies, build differentiated products, and boost profitability.

Key Takeaways

Succeed with advanced product leadership skills

Foster a strategic growth mindset and conceptualise innovative product strategies

Master product finance and performance control for efficient product-ops

Craft product strategies for prioritisation, digitalisation, and life cycle management

Enable cross-functional collaboration and drive portfolio efficiency through agile methodologies

Leverage digital and advanced product analytics for effective product marketing and positioning

Cultivate a culture of innovation and drive product growth through continuous innovation

Enhance leadership skills, influence stakeholders, and drive organisational change for product success

Programme Highlights

Eligible for IIM Kozhikode Executive Alumni Status

Live online lectures by IIMK faculty

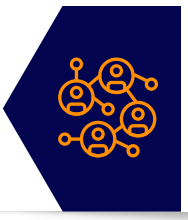
3-day immersion at IIM Kozhikode's campus

Practitioner insight sessions by industry experts

Capstone project guided by IIMK faculty

Hands-on business simulations on product strategy and leadership

Annual subscription to The Wall Street Journal



Opportunities to learn, interact and network with a diverse peer-group

Hands-on learning with real-life case studies, quizzes, and assignments

Programme Director

In a distinguished career spanning over 34 years, Dr. Kamal Kishore Sharma has made significant contributions to both the corporate and academic realms. His journey has taken him through prestigious organisations such as Steel Authority of India Limited, the Indian Civil Services, Global Major ArcelorMittal NV, renowned institutions like IIM Ahmedabad, CEPT, EDII, Ansal (Sushant) University, and Adani University, as well as various startups and NGOs. In these roles, which have ranged from CEO of an MNC subsidiary to Vice Chancellor, Senior Civil Servant, Director, Dean, Divisional Manager, Consultant, and Advisor, Dr. Sharma has consistently demonstrated his leadership capabilities.

Dr. Kamal Kishore Sharma

Fellow of IIMA, Professor of Practice @IIMK

Dr. Sharma's expertise extends across organisations with strong product portfolios, encompassing both physical and digital products and services. Throughout his career, he has excelled in formulating and executing strategies for new product launches, expanding market reach, reviving ailing enterprises, digitalizing product & service operations and spearheading the establishment of greenfield projects across India, Europe and Eurasia. Over the past decade, Dr. Sharma has also ventured into the entrepreneurial landscape, actively engaging in co-founding, advising, investing, and running startups in the B2B & B2C product and services space.

In the academic arena, Dr. Sharma's passion lies in teaching and mentoring in fields including strategy, entrepreneurship, corporate governance, international business, supply chain and M&A. He has shared his knowledge with postgraduate programs and executive education across IIMs and national institutions. His academic journey culminated in a Fellowship (PhD) from IIM Ahmedabad, and he currently holds the esteemed position of Professor of Practice at IIM Kozhikode.

> CPO is a cutting-edge leadership development programme on your transformative journey towards becoming an exceptional Chief Product Officer. Driven by our holistic curriculum and modern pedagogy, we will explore the intricate realms of product strategy, innovation, and leadership, empowering you with the skills and mindset needed to drive exceptional growth in the dynamic world of product management and C-suite leadership.

Programme Director

Professor Sreejesh brings a wealth of expertise to the Product Leadership MDP, with a strong focus on key research areas including marketing analytics, brand management, services marketing, and online marketing and advertising. His research contributions have made a significant impact, with publications featured in esteemed journals such as the Journal of Brand Management, Industrial Marketing Management, European Journal of Marketing, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, International Journal of Contemporary Hospitality Management, Internet Research, Journal of Product and Brand Management, Journal of Service Theory and Practice, and International Journal of Bank Marketing.

His dedication to advancing knowledge extends to serving on the editorial board of the International Journal of Consumer Studies. Furthermore, Professor Sreejesh has demonstrated his commitment to knowledge dissemination through the authorship of internationally recognized books, published by Pearson India and Springer International.

Currently holding the position of Assistant Professor of Marketing Management at IIM Kozhikode, Professor Sreejesh's comprehensive research background and academic achievements make him a valuable addition to the Product Leadership MDP, ensuring participants gain a well-rounded perspective on contemporary marketing strategies and practices.

Prof. Sreejesh S, PhD

Associate Professor, Marketing Management @IIMK

"In today's rapidly evolving business landscape, the role of a Chief Product Officer is more critical than ever. It's about being the driving force behind innovation, the architect of customer-centric solutions, and the visionary who sees opportunities where others see challenges. Our 'Chief Product Officer' programme is your gateway to becoming that visionary leader, guiding organisations toward a future where products aren't just developed; they're crafted with purpose, precision, and an unwavering commitment to excellence. Join us in this transformative journey, where we'll equip you with the skills, insights, and mindset needed to shape the products of tomorrow and leave an indelible mark on the world of business."

Industry-Aligned Curriculum

PILLAR - 1

PRODUCT STRATEGY & VISION

MODULE - 1: Strategy, Design Thinking & Growth Mindset

- Product Strategy, Principles, and Vision
- Ideation & Design Thinking around New Products
- Growth Mindset, Growth Strategies, 10X Thinking

PILLAR - 2

UNLOCKING SYNERGIES VIA A PRODUCT-CENTRIC APPROACH

MODULE - 2: Product Finance & Performance Control

- Financial Analysis for Chief Product Managers
- Product Finance and Planning
- Management & Performance Controls

MODULE - 3: Crafting Product Strategy

- Product Life Cycle Management
- Prioritisation and Collaboration
- Digitalisation of Products
- Product Management for Digital Products and SaaS
- Rapid Prototyping Strategies
- Agile Project Management & Tools
- Accelerating Product Roadmap Execution

MODULE - 4: Advanced Product Ops

- Lean Product Process and Agility
- Realizing Synergy - Working with Design and Working with Engineering
- Product Portfolio Management (Make/Buy/Partner Decisions)

MODULE - 5: Product Marketing and Product Analytics

- Advanced Product Marketing (Product-Market Fit and Customer Satisfaction)
- Omnichannel Marketing: Driving Customer Value & Business Growth
- Product and Digital Marketing
- Advanced Product Analytics

PILLAR - 3

PRODUCT-LED GROWTH AND INNOVATION

MODULE - 6: Product Innovation & Growth

- Cloud and DevOps for Product Leaders
- Digital Platforms and APIs
- Spearheading Digital Transformation through Disruptive Technologies/ Digital Culture
- Digital Strategy and Brand Strategy
- Growth Strategy and Challenges for Transitioning Product Growth Leaders
- Working with Partners, Agencies and External Stakeholders

MODULE - 7: Product Leadership

- Ethics and Conflict Management, IPR & Legal Issues
- Developing Product Management Talent
- Cross Functional Teams, Team Autonomy, Aligning Organisation's Culture
- Influence, and Negotiation with C-Suite Cross-functionally
- Enterprise Leadership, Challenges, and Leadership KPIs
- Effective Communication – Listening, Storytelling etc.
- Self-Leadership, Resilience, and Feedback

CAPSTONE PROJECT WORK

A capstone project lets you work on a real-world product problem as a team or solo member. Capstone projects strengthen your ability to work on various product development stages. You can learn how to assess customer needs, generate product ideas, create and map a product life cycle, develop product prototypes, monitor product development, ensure quality production and ensure consumer acceptance through sales and after-sales customer service.

Your responsibility is to pick up a real-world product or a problem and then reflect on the entire process and challenges from ideation to after-sales service around that product/solution.

HANDS-ON SIMULATIONS

Product Strategy Simulation

Implement insights on product strategy nuances of development, R&D, positioning, pricing, etc.

Learn about financial statement analysis in a competitive context.

Collaborate cross-functionally and lead product success via customer centricity and innovation.

Product Leadership Simulation

Navigate complex dynamic scenarios with risk assessment and strategic decision-making.

Learn to be a resilient leader, responding effectively to unforeseen challenges.

Build agile leadership styles to achieve optimal business results.

Note: - The in-campus modules are subject to the conditions/ unavoidable circumstances that prevail at the given point in time. In case the current situation maintains the status quo, suitable alternatives that can replace the in-campus modules will be made available via live online sessions.

- The modules and topics are indicative and subject to change at the discretion of programme coordinators.

- 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 completion of the programme

- The programme curriculum includes individual class readings, assignments, quizzes, two business simulations, case study discussions to apply and demonstrate classroom learning.

Real-World Case Studies

Building Uber's Product: The Human Challenge of Product Management by Noah Askin; Lisa Duke
INSEAD Case

Sustainable Product Management at Solvay by George Serafeim; Vincent Dessain; Mette Fuglsang Hjortshoej
Harvard Case

Ramco Systems: Product Management by Abhishek Kumar; Sankaran Muniandy
IVY Case

Digital Transformation at Tata Steel by Krishna G. Palepu; Das Narayandas; Radhika Kak
Harvard Case

Note: Listed above are a few indicative case studies and the programme may include additional case studies specially curated by the faculty.

Application Process

1. **Submit** the completed application form with all relevant enclosures/ attachments
2. IIM Kozhikode will review applications and **shortlist candidates**
3. All shortlisted candidates will be emailed the **offer letter**
4. **Block your seat** by paying the booking amount

Academic Orientation

January 7, 2024

First Academic Session

January 21, 2024

Schedule

The platform classes are every Sunday in the time slot of 12:15 pm to 3:15 pm*

*Note: Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances.
Due to time zone differences, some sessions with industry experts can take place at different hours.

High Impact Learning Journey

Deepen Your Intellectual Capital

- World-class curriculum & teaching by leading faculty
- Peer-to-peer learning

Manage Your Brand Capital

- Industry-recognised, top-ranked IIM education on your resume
- IIM Kozhikode Executive Alumni Status

Enhance Your Career Capital

- Accelerate your leadership career with cutting-edge insights
- Learn while you earn and make new life-long connections with experienced peers

Programme Details

ELIGIBILITY CRITERIA

Graduate (10+2+3) or Diploma holders (Only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognised international universities).

Candidates should have a minimum of 8 years experience, as on 30th December 2023.

ATTENDANCE

75% attendance is a prerequisite for the successful completion of this programme

EVALUATION

The evaluation methodology is at the discretion of the faculty and includes online exams, case analysis, class contribution, assignments and any other components. Participants will have to secure the minimum pass marks in the respective evaluation components.

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% will be awarded a participation certificate.

We encourage you to attend all the live sessions and make the best out of these interactive learning experiences.

Note: The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate. IIM Kozhikode reserves the right to change the certificate and specifications without notice

Programme Fee: **INR 4,80,000 + GST** (exclusive of application fee)

Note:
- The actual programme schedule will be announced closer to the programme start.
- GST (currently @ 18%) will be charged extra on these components.
-Additional convenience charges will be applicable on instalment payments.
- The school will be providing study materials in an electronic format. If a participant needs a physical copy, they will have to bear the courier charges.
- If a programme session corresponds with a public holiday, the session will be held on the following weekend.
- The in-class experience of face-to-face interaction with the faculty provides an opportunity for immersion in the Institute's academic environment. The campus visit is mandatory for all participants.

Round Wise Application Dates

1 — 19 October, 2023
INR 1,000 +GST

2 — 06 November, 2023
INR 1,500 + GST

Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are not filled in the initial rounds.

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 a wide range of academic programmes in the field of management education. These include the 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 programmes such as 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 the 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 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) in the 72nd position among the top-75 open-enrolment executive program providers globally, catapulting the 27-year IIM on to an exclusive list of the foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.

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

#3 NIRF India Rankings 2023, Management

#3 India's Best B-School The Week- Hansa Research Survey 2022

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 its 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 300,000 students from over 200 countries have benefitted professionally from Emeritus' programmes.

Application Requirements

Your Photo ID Proof

You can submit a scanned copy of ANY ONE of: PAN Card or the first two pages of your passport.

Your Graduation/Degree

You can submit a scanned copy of ANY ONE of: degree certificate, provisional Degree certificate, marks transcript or score transcript

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 organisation
- Please ensure that the document(s) you submit contains a date of joining and a date of leaving or a statement about the number of years you have worked at the organisation

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

Apply for the programme here

APPLY NOW

Finance options available

KNOW MORE

WhatsApp an advisor on +91 +91 86570 38243*

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

For registration and any other information, please get in touch with us at **iimk.execed@emeritus.org**

In collaboration with EMERITUS

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