



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

With 2 online certificate courses from
Northwestern | Kellogg



CHIEF PRODUCT OFFICER (CPO) PROGRAMME

Excel as world-class product leader with a global edge

Duration - 12 Months

Live Online Lectures by IIM Kozhikode (IIMK) + 3-Day Immersion at IIMK Campus

IIM Kozhikode Executive Alumni Status

| | | | | | |
|----------|--|-----------|---|-----------|--|
| 2 | Double Accreditation (AMBA & EQUIS) | #3 | Top B-School in India (NIRF 2024) <small>*Management Category</small> | #4 | Rank #4 in India and #70 Globally Financial Times, Open Enrolment Rankings 2024 |
|----------|--|-----------|---|-----------|--|

Programme Summary

Chief Product Officer Programme



Institute Name

Indian Institute of Management Kozhikode (IIMK) and Kellogg Executive Education



Programme Duration

12 Months



Cost

INR 6,00,000 + GST



Learning Mode

Live Online Lectures by IIMK and Pre-recorded Video Lectures by Kellogg Executive Education



Weekly effort

5-6 hours (including 3 hours of live online sessions on Sundays)



Faculty

Faculty from IIMK and Faculty from Kellogg Executive Education



Guest Faculty/ Industry Experts

Senior Industry Practitioners



Eligibility

Graduate / Diploma holder with minimum 8 years of work experience.



Alumni Status

IIM Kozhikode Executive Alumni Status



Certificate

One Certificate by IIM Kozhikode and Two Certificates by Kellogg Executive Education

Learning Experience

Live Online Lectures by IIMK Faculty - Industry-aligned cutting-edge curriculum and in-depth case-based learning

Pre-recorded modules with Kellogg Executive Education faculty - At your own pace, learn from the best minds globally

On-Campus Immersion - Three days to learn and network with a diverse peer-group at IIMK campus

Business Simulations - Hands-on learning via product strategy and product leadership business simulations

Faculty Guided Capstone Project - Apply your learnings, receive feedback, and present your findings

Cohort-based learning - Networking, collaboration, and discussions with seasoned peers

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this course?

Yes, all modules by IIMK are having weekly 100% live online delivery by IIMK faculty. Additionally, there are 2 online certificate courses delivered via pre-recorded video lectures by the faculty of Kellogg Executive Education.

How would the learning experience be for the 12 modules by IIM Kozhikode (IIMK)?

There would be weekly live online lectures conducted by IIMK faculty spread across twelve modules for a duration of around 8.5 months*. The learning experience would include rich discussions with eminent faculty and seasoned peers, case-based learning, structured insights from industry practitioners, hands-on business simulations, and guided capstone project work.

How would the learning experience be for the 2 online certificate courses by Kellogg Executive Education?

There would be two online certificate courses of pre-recorded lectures by the faculty of Kellogg Executive Education spread across 3.5 months*. Gain global exposure and interact with global peers. The learning experience would include self-paced pre-recorded lectures by faculty of Kellogg Executive Education, live sessions by Programme Leaders, exposure to practical frameworks and real-world application, project work, and exposure to a multitude of business use-cases.

What is the role of the Programme Leader? Are they institute faculty?

Programme Leaders are subject matter experts who help with doubt-clearing, cover specific topics deeper and share real-world examples wherever needed. They are not faculty of the institute. The Programme Leaders would only be a part of the two online certificate courses by Kellogg Executive Education.

Is there any campus immersion in the programme?

For an immersive and experiential learning journey, the programme offers a campus chapter at IIM Kozhikode campus for 3 days towards the end of the programme, providing a rich networking and face-to-face learning opportunity.

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

For the modules by IIMK, the actual evaluation and grading is at the discretion of the IIM Kozhikode faculty. For the online certificate courses by Kellogg Executive Education, the evaluation is done by the Programme leaders.

What if I miss the assignments for a particular week? Can I attempt them later?

For modules by IIM Kozhikode, it is at the IIMK faculty's discretion to provide/ not-provide any relaxation in the submission of a graded assignments. For online certificate courses by Kellogg Executive Education, an assignment that is not submitted by the due date is late. All late assignments will be accepted until one week after the end date of modules by Kellogg Executive Education.

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

For modules by IIMK, LIVE-online lectures are conducted by the faculty of IIM Kozhikode, who have real-world experience in the domain. For online certificate courses by Kellogg, there are no live lectures by the faculty of Kellogg Executive Education. However, doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress.

Frequently Asked Questions

Are the business simulations, if covered in this course taught by institute faculty?

Yes, there are two business simulations in the programme on product leadership and product strategy, which are taught by the faculty of IIM Kozhikode.

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

IIM Kozhikode Certification Criteria: Participants must successfully complete all evaluation components by IIM Kozhikode with minimum pass marks and meet the requisite 75% minimum attendance criteria to obtain Certificate of Completion from IIM Kozhikode. Participants who are unable to clear the evaluation criteria but have the requisite 75% attendance will be awarded a Participation Certificate by IIM Kozhikode.

Kellogg Executive Education Certification Criteria: Participants must successfully complete all requirements of respective modules and must receive a passing score of 80% to obtain the certificate of completion by Kellogg Executive Education for the respective online courses.

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

Yes, on successfully completing this programme, you will be eligible to receive IIM Kozhikode Executive Alumni Status.

Will Emeritus/ Institute help with placement services?

This programme is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. However, we do not offer any additional career/placement services with this programme.

What type of certificate will I receive?

Upon successful completion of modules by IIM Kozhikode, you will receive physical completion certificate by IIM Kozhikode during the campus immersion.

Upon successful completion of each course of Kellogg Executive Education, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?

For the modules by IIM Kozhikode, access to the recording of the live sessions will be made available to you until the completion of the programme. For the online certificate courses by Kellogg Executive Education, access to the online learning platform, all the videos and programme materials will be available for 12 months following the programme start date. Access to the learning platform is restricted to registered participants as per the terms of agreement.



*The programme is designed to be delivered approximately over a period of 12 months, including some occasional breaks that may be provided. This is indicative. The duration of modules by IIMK and Kellogg Executive Education is tentative. The actual calendar time may be more or less by a few weeks depending on the number of topics covered during on-campus immersion and other variables like breaks provided/not provided.

This Course Summary is provided only for your convenience. You are advised to refer to the Course Brochure for more information.

The IIM Kozhikode Advantage From The Director's Desk

Businesses today are undergoing rapid changes and transitions compared to a decade ago.

IIM Kozhikode programmes are designed by world-class faculty. 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 28-year journey of academic excellence. Having ample foresight as an educational institution is vital, in a world that is rapidly changing.

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 crucial aspiration.

For the ambitious, future-thinking CPO, IIMK's programme expands many horizons. Firstly, heighten your credibility with a certificate from one of India's premier business schools. Secondly, you get both a bird's eye view of the financial drivers in a dynamic global economy and a trench-view of data-driven ground realities to drive long-term value. This dual view is made possible by immersion in every CPO strong suit, from gauging opportunity and strategically managing risks to optimizing costs and mastering new tech.

Thirdly, you can access a global network of seasoned leaders in an avid learning environment, capped by advanced modules from Kellogg School of Management, a top-ranked US university. This multi-dimensional experience will forge the well-rounded, decisive CPO of today, capable of navigating a high-stakes competitive global arena.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee

Director,
Indian Institute of Management Kozhikode



Programme Overview

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.

Participants will also gain a global edge with **2 online certificate courses from Kellogg Executive Education**, on 'Data Strategy for Generative AI Platforms' to develop strong product analytics skills and 'AI Applications for Growth' to develop multi-dimensional business leadership skills.



Starts on
29 December, 2024

Duration
12 months

Programme fee
INR 6,00,000 + GST

Programme Structure: Cutting-edge learning from top B-Schools

8.5 months



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

Live online lectures with IIM Kozhikode faculty

Business simulations on Product Strategy and Product Leadership

3

Pillars on CPO Excellence



3.5 months

Northwestern
Kellogg

Self-paced, recorded video lectures from Kellogg faculty

Office hours for networking with global peers

2

Online Certificate Courses on AI and Data Strategy



A Transformative CPO Programme with a Global Edge for World-Class Product Leaders



3 Days



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

Campus immersion at IIM Kozhikode Campus

Network and collaborate with CXO peers and faculty.

Top 3 reasons to enroll in the programme:

- 01 Immersive learning:** Experience a comprehensive pedagogy with live-online learning from IIMK, pre-recorded lectures from Kellogg Executive Education, guided capstone project, and campus immersion at IIMK.
- 02 Global edge:** Network with CPO-calibre leaders throughout the immersive learning journey.
- 03 Channel your inner CPO:** Develop a CPO's toolkit, product leadership, influential leadership, product strategy and leveraging AI for unprecedented growth.

Gain global excellence from Kellogg Executive Education

Northwestern
Kellogg
School of Management

The 'Data Strategy for Generative AI Platforms' course by Kellogg Executive Education will equip learners to adopt an analytical approach for enhancing the success of a product and measuring its performance.

With 'AI Applications for Growth' course, explore use cases of AI along two dimensions Enterprise value chain and Industries, to gain a comprehensive perspective on using AI in today's business dynamics. Learn frameworks to build a robust AI implementation plan across various industries.



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



Gain a global perspective with 2 online certificate courses from Kellogg Executive Education

Programme Highlights



IIM Kozhikode Executive
Alumni Status



Live online lectures
by IIMK faculty (8.5
months)



3-day immersion at IIM
Kozhikode's campus



Masterclasses from
practicing CPOs



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

*Note:

-The programme is designed to be delivered approximately over a period of 12 months, including some occasional breaks that may be provided. This is indicative. The duration for modules by IIMK and Kellogg Executive Education is tentative. The actual calendar time may be more or less by a few weeks depending on the number of topics covered during on-campus immersion and other variables like breaks provided/not provided.

-The online certificate courses by Kellogg Executive Education would primarily include pre-recorded video lectures by faculty of Kellogg.

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. 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.



Dr. Kamal Kishore Sharma

Fellow of IIMA, Professor
of Practice @IIMK



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

MODULE - 3: Crafting Product Strategy

- Product Life Cycle Management
- Prioritisation and Collaboration
- 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
- Realising Synergy - Working with Design and Working with Engineering
- Product Portfolio Management (Make/Buy/Partner Decisions)

MODULE - 5: Product Marketing and Product Analytics

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

PILLAR - 3

PRODUCT-LED GROWTH AND INNOVATION

MODULE - 6: Product Innovation & Growth

- Cloud and DevOps for Product Leaders
- Digital Platforms and APIs
- 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
- Communication, Influence, and Negotiation with C-Suite Cross-functionally
- Enterprise Leadership, Challenges, and Leadership KPIs
- Mindful Leadership

COURSE 1 - DATA STRATEGY OF AI PLATFORMS

ONLINE CERTIFICATE COURSE FROM KELLOGG EXECUTIVE EDUCATION

- Your Data Vision: What It Means and Why It Is Valuable
- Product Data Frameworks and Workflows
- Everything Product Analytics: How Do I Execute a Data-Driven Product?
- Organizing and Presenting the End Result
- Visualizing Product Analytics
- Optimizing and Automating Product Data

COURSE 2 - AI APPLICATIONS FOR GROWTH

ONLINE CERTIFICATE COURSE FROM KELLOGG EXECUTIVE EDUCATION

- The AI Revolution: Trends, Tools, and Applications
- AI and Customer Experience Management
- AI and Operations Management
- AI and Business Support Functions
- AI Applications in Select Industries
- AI Applications in Autonomous Vehicles and Transportation
- Transforming Your Business with AI: Strategy and Capabilities
- Transforming Your Business with AI: Organization and Society
- Generative AI To Empower Your Business Potential

Note:

- The modules and topics are indicative and subject to change at the discretion of programme coordinators.
- The 2 online certificate courses by Kellogg Executive Education will be delivered via pre-recorded sessions. These courses by Kellogg Executive Education will help learners to develop business leadership skills beyond Product Strategy and Product Leadership skillset, taught by IIM Kozhikode.

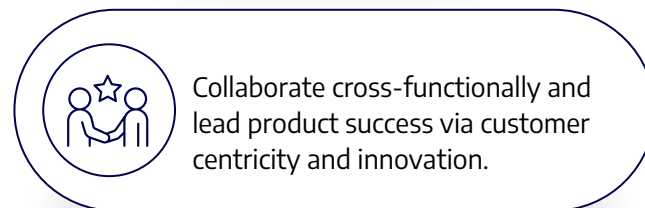
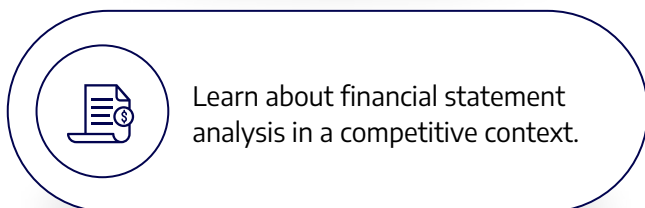
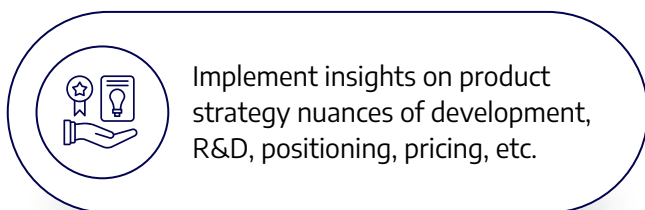
CAPSTONE PROJECT - GUIDED BY IIMK FACULTY

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.

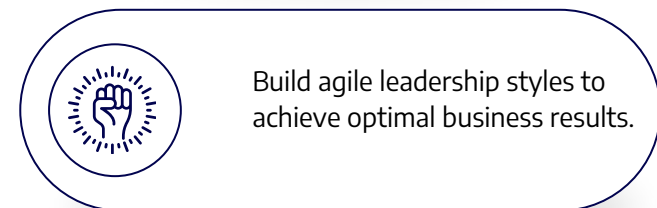
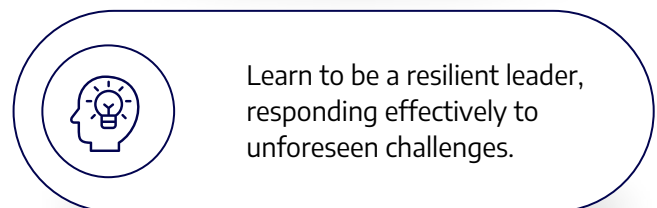
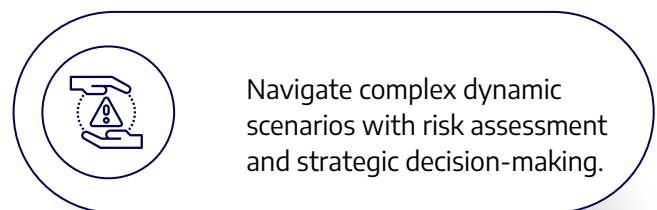
Your responsibility is to pick up a real-world product or a problem and then reflect on the entire process and challenges from ideation to after-sales service around that product/solution.

HANDS-ON SIMULATIONS

Product Strategy Simulation



Product Leadership Simulation



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

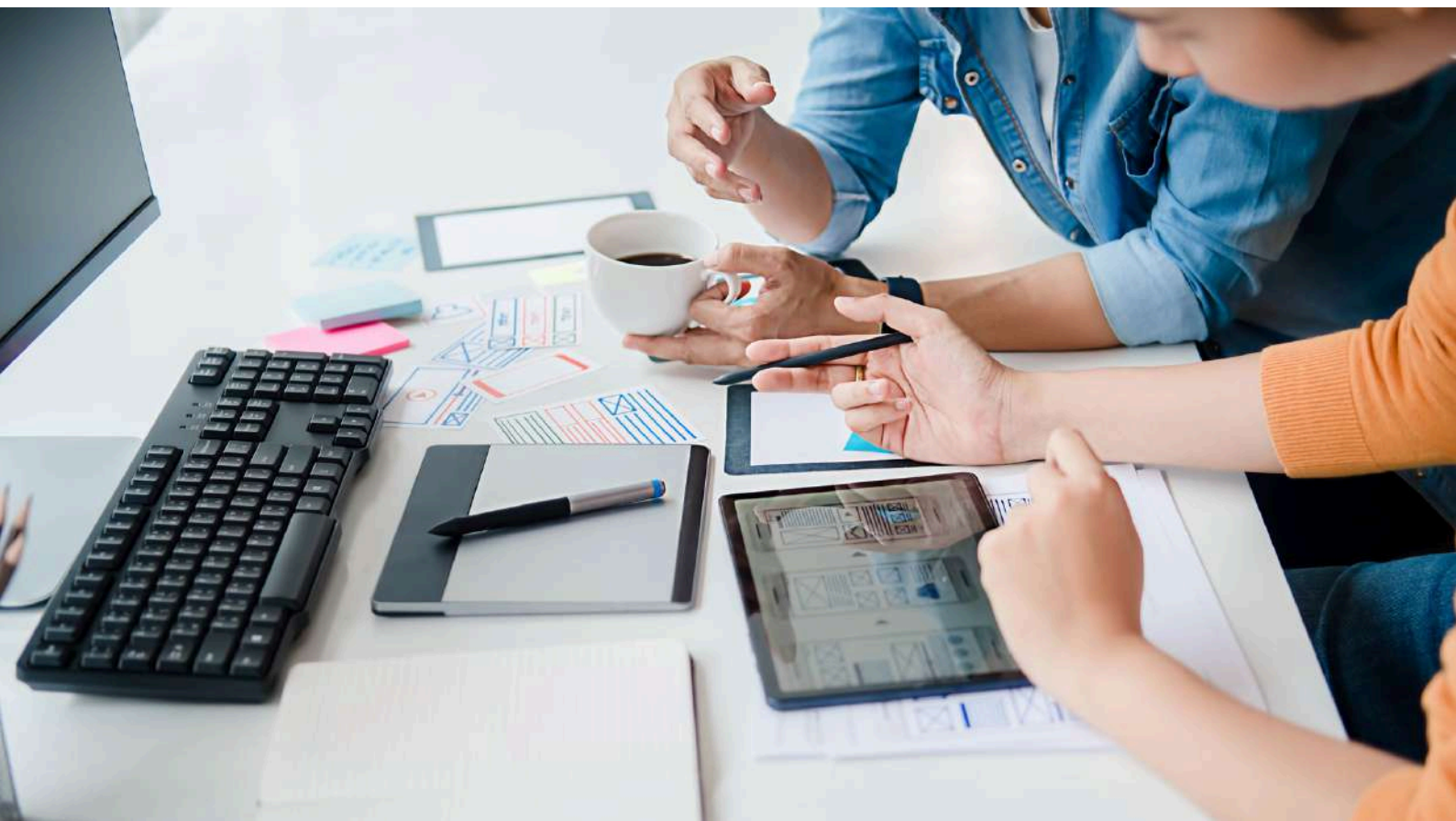
IVY Case



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.



Gain the global edge with
2 online certificate courses from

Northwestern
Kellogg

Course 1: Data Strategy for Generative AI Platforms

Extract Data Insights for Better Business Outcomes

Learning Experience



Live Faculty Webinars



Case Studies



Real-World
Application Exercises



Global Network
of Collaborators



Dedicated Program
Support Team



Live Office
Hours



Peer Learning
Feedback



Topics

- Your Data Vision: What It Means and Why It Is Valuable
- Product Data Frameworks and Workflows
- Everything Product Analytics: How Do I Execute a Data-Driven Product?
- Organizing and Presenting the End Result
- Visualizing Product Analytics
- Optimizing and Automating Product Data

Faculty - Data Strategy for Generative AI Platforms



Birju Shah

Clinical Professor of Marketing, Kellogg School of Management;
Ex-head of Global Uber AI & ML

Guest Speakers



Leigh Garrison

Clinique LLC (Former)



Nick Jordan

Narrative I/O, Inc.

Course 2: AI Applications for Growth

Transform Your Organisation with AI-Powered Precision

Learning Experience



Live Sessions with Programme Leaders



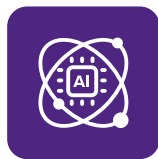
Dedicated Programme Support Team



Network with global peers



Grading & Evaluation



Practical Frameworks to Drive Generative AI Strategy



Action Learning Exercises



Bite-sized Learning



Real-world Application



Case Studies



Business Use Cases across Industries



Data Labs with Real-World Data Sets



Topics

- The AI Revolution: Trends, Tools, and Applications
- AI and Customer Experience Management
- AI and Operations Management
- AI and Business Support Functions
- AI Applications in Select Industries
- AI Applications in Autonomous Vehicles and Transportation
- Transforming Your Business with AI: Strategy and Capabilities
- Transforming Your Business with AI: Organization and Society
- Generative AI To Empower Your Business Potential

Faculty - AI Applications for Growth



Mohanbir Sawhney

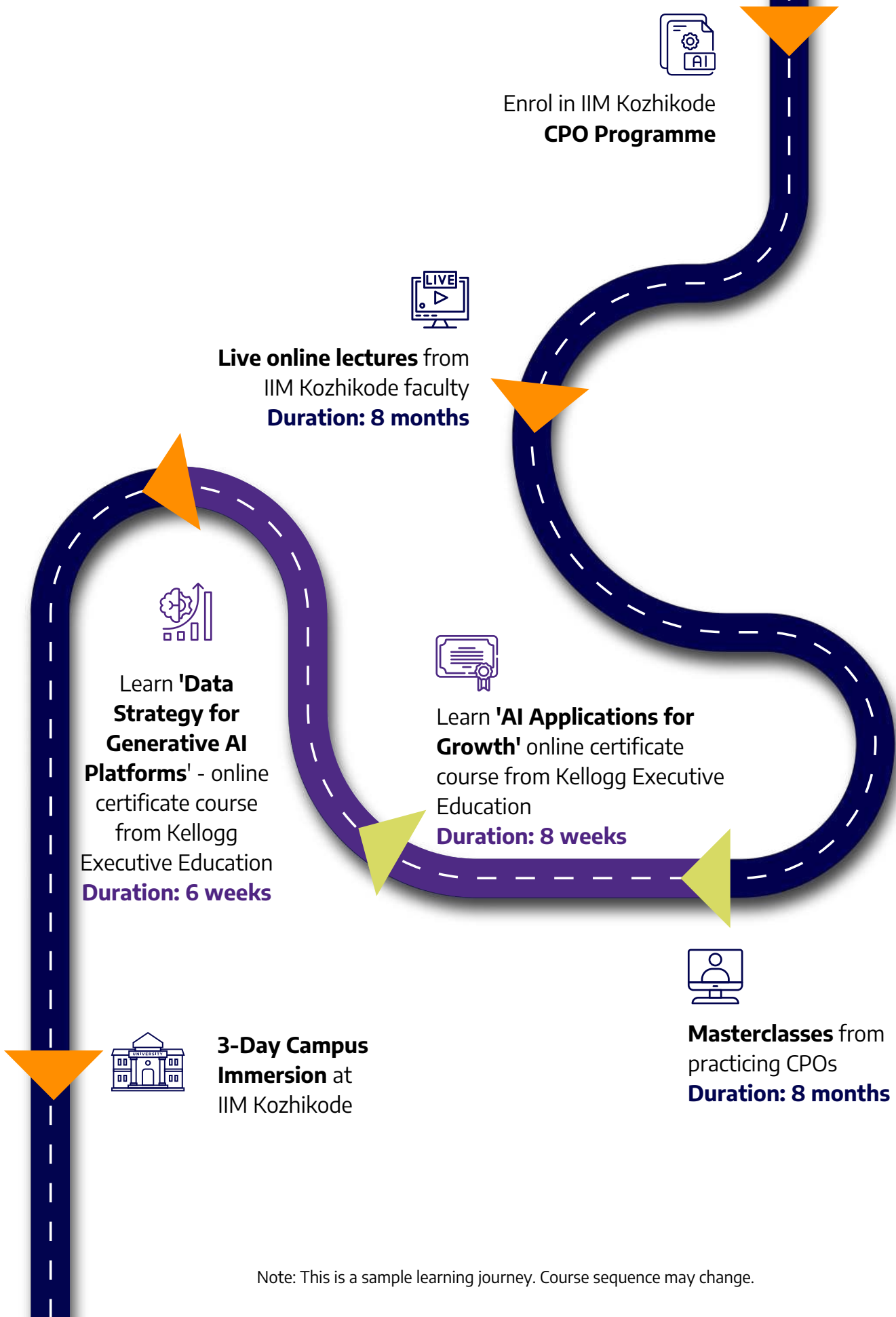
Associate Dean for Digital Innovation;
McCormick Foundation Chair of Technology;
Clinical Professor of Marketing;
Director of the Center for Research in Technology and Innovation



Varun Poddar

Adjunct Lecturer,
Kellogg School of Management

The Learning Journey



Note: This is a sample learning journey. Course sequence may change.

Application Process



Academic Orientation

January 12, 2025

First Academic Session

February 2, 2025

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.



Programme Details

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.



Upon successful completion of each course, Kellogg Executive Education grants a verified digital certificate of completion to participants. These courses are graded as pass or fail; participants must receive 80 percent to pass and obtain the certificate of completion for each course.



Note: -All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode and Kellogg Executive Education. IIM Kozhikode and Kellogg Executive Education reserve the right to change the certificate and specifications without notice.

-This online certificate programme does not grant any academic credit or a degree from Kellogg Executive Education.

Programme Details

ELIGIBILITY CRITERIA

- Graduate (10+2+3) or Diploma holders (Only 10+2+3) from a recognised university (UGC/AICTE/DEC/AIU/State Government/recognised international universities).
- Candidate should have a minimum of 8 years of experience as of the programme start date, i.e., December 29th, 2024.

ATTENDANCE

- **For modules by IIM Kozhikode:** Minimum 75% attendance is a prerequisite for the successful completion of this programme.
- **For online certificate courses by Kellogg Executive Education:** Participants must finish required pre-recorded video lectures, readings, and submit required submissions.

EVALUATION

- **For modules by IIM Kozhikode:** The methodology is at the discretion of the faculty and includes online exams, case analyses, class contribution, assignments, online graded project presentations, simulations and capstone project. Participants will have to secure the minimum pass marks in the respective components.
- **For online certificate courses by Kellogg Executive Education:** A course is scored as a pass or no-pass; participants must complete the required activities to pass and obtain the certificate of completion. Course may include a graded final project, graded weekly assignments, graded case analysis submission to obtain passing status.



Programme Details

Programme Fee: **INR 6,00,000 + GST** (exclusive of application fee)

Duration: **12 months (3 hours per week)**

Programme Start Date: **December 29, 2024**

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.
- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are 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 Info park, 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 start-up incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2024: 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 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK) and is on the verge of a triple-accreditation crown.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. 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.



#3

NIRF India
Rankings 2024,
Management

#4

Rank #4 in India and #70
Globally, Financial Times, Open
Enrolments Ranking 2024

About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, and governments worldwide. It does this by collaborating with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies, and organizations. Its unique model of state-of-the-art technology; curriculum innovation; and hands-on instruction from senior faculty, mentors, and coaches has educated more than 350,000 individuals across 80+ countries.

About Kellogg Executive Education

Kellogg Executive Education empowers business leaders to foster growth in themselves, their teams, and their organizations. Their renowned faculty, consisting of the world's best researchers, educators, and practitioners, provide practical insight that participants can apply as soon as they return to work. Providing a collaborative, immersive environment for its executive development programs, Kellogg Executive Education serves a variety of businesses and executives from a myriad of industries and geographies.



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](#)

Refer a colleague/friend
and get referral benefit

[REFER NOW](#)

Finance options available

[KNOW MORE](#)



[WhatsApp an advisor on +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



Erulearning Solutions Private Limited (a company incorporated in India) is a subsidiary of Eruditus Learning Solutions Pte Ltd (a company incorporated in Singapore), and operates under the brand name of 'Eruditus' and 'Emeritus'.