



ഇന്ത്യൻ ഇൻസ്റ്റിറ്റ്യൂട്ട് ഓഫ് മാനേജ്മെന്റ് കോഴിക്കോട്  
भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*



## Professional Certificate Programme in Managing Business Strategies for Sustained Growth and Profitability

- » Batch  
Second
- » Duration  
1 Year
- » Class Start  
Sunday, 13 July 2025
- » Class Days/Timing  
Sundays from 09.00 a.m. to 12.00 p.m. IST



# » OVERVIEW

The Indian Institute of Management Kozhikode, renowned for its academic excellence and innovative approach, is proud to present the Professional Certificate Programme in Managing Business Strategies for Sustained Growth and Profitability. This elite course is carefully designed for progressive professionals who are responsible to effectively manage and successfully grow a business in an ever changing, uncertain and dynamic environment. In a landscape where adaptability and agility are key, this programme conceived by distinguished faculty and industry veterans offers an immersive experience that seamlessly blends theoretical knowledge with practical insights.

## **Participants enrolling for this programme can expect to**

- Gain deeper and comprehensive understanding of key business principles and concepts - a much needed refresher for any aspiring leader.
- Develop strategic thinking skills to identify and capitalize on business opportunities.
- Learn how to create and implement effective business strategies for long-term growth and profitability.
- Gain insights into consumer behaviour and modern marketing strategies and learn how to develop and execute effective sales plans.
- Develop critical leadership qualities needed to inspire, manage and lead teams effectively.
- Understand how to manage change and foster a culture of continuous improvement.
- Navigate through the challenges of a complex business environment and learn how to devise and implement appropriate business strategies to ensure growth and profitability.
- Comprehend how to integrate sustainability into business strategies.

**This programme is custom designed for aspiring leaders and senior level business professionals who are keen to remain highly successful in their professions and foster a deep desire to contribute to their organizations.**



# » PROGRAMME HIGHLIGHTS



## COMPLETION CERTIFICATE

Opportunity to earn a Certificate of Completion from IIM Kozhikode, ranked #3 in India by NIRF Rankings 2024 and globally accredited by EQUIS (EFMD) and AMBA (UK).



## CAMPUS EXPERIENCE

Participate in 2 In-Campus immersion modules of 2 days each providing participants the opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India, set amidst lush green hills and surroundings.



## EXECUTIVE ALUMNI STATUS

Upon successfully clearing the evaluation requirements of this programme, participants qualify for the Executive Alumni status from IIM Kozhikode.



## NETWORKING OPPORTUNITIES

Connect with like-minded professionals, industry experts and peers, expanding your professional network, exchanging ideas, sharing knowledge, fostering a rich learning environment and opening up new career and collaboration opportunities.



## WORLD-CLASS CASE STUDIES

Case studies sourced from the world's top repositories are incorporated into the programme, allowing participants to delve into real business challenges and strategies employed by leading global companies. This approach not only provides practical insights into successful business strategies but also throws light on common pitfalls to avoid and encourages critical thinking and problem-solving skills.



### LEARNING BY DOING

Acquire practical knowledge through hands-on exercises, tools, and simulations that can be immediately applied to your business or professional role to aid in decision making, mitigate risks, predict outcomes and improve efficiency and effectiveness.

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### BUSINESS CRITICAL SKILLS

Learn critical skill and strategies required to manage profitability and sustained growth to ensure long-term success, competitive advantage, financial stability, and efficient resource utilization.

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### EXPERT-LED LECTURES

Lectures from esteemed faculty and industry experts, providing participants with foundational knowledge as well as current trends and insights from the business world. These lectures are not just informative but also thought-provoking, inspiring participants to think beyond conventional boundaries.



# » SYLLABUS

## Module 1

### Navigating the Business Landscape

- Existing and Emerging Business Models
- Environmental Dynamics
- Impact of Digitization & Digital Transformation
- Businesses Sustainability

## Module 2

### Marketing & Sales Strategy for Competitive Advantage

- Knowing What to Sell and Who to Sell It To
- Competition and Market Challenges
- Demand and Sales Forecasting, Product Analytics
- Digital Marketing, Branding and IMC
- Sales and Distribution Management

## Module 3

### Strategic Human Capital & Talent Management

- Human Capital Management Framework
- AI and Talent Management
- Talent Engagement and Development
- Building Team Excellence

## Module 4

### Operational & Supply Chain Excellence

- Foundations of Operations & SCM
- Supply Chain Strategy and Design
- Supply Chain Coordination
- Driving Operational Excellence
- Strategic Project Management

## Module 5

### Data-Driven Decision Making & Analytics

- Understanding Data
- Classification of Data
- Descriptive, Predictive and Prescriptive Analytics
- Data Visualization

## Module 6

### Strategic Analysis & Competitive Positioning

- Defining The Correct Problem Statement
- Models & Frameworks for Strategic Analysis
- External & Internal Environment
- Competitive Strategy & Strategic Positioning
- Strategy Implementation and Measuring Effectiveness

## Module 7

### Growth Strategies & Corporate Expansion

- Corporate Strategy & Diversification
- Internationalization & Global Strategy
- Joint Ventures, Mergers and Acquisitions
- Change Management

## Module 8

### Leadership for Transformation and Sustainability

- Leadership in the Digital Age
- Driving Transformations and Collective Success
- Sustainability & Corporate Governance
- Negotiation, Conflict and Crisis Management

## Module 9

### Financial Strategies for Growth and Profitability

- Interpreting a P&L
- Managing Levers of Profitability
- Methods to Managing Cash Flow
- Leveraging Fintech
- Innovative Financing Strategies

## Module 10

### Capstone Project & Integrative Simulation

- Innovation and Creativity in Capstone Projects
- Integration of Course Concepts
- Simulation: Strategy Planning & Execution
- Reflection and Learning from the Course

# » IN-CAMPUS IMMERSION

The dates for the 2 In Campus immersion of 2 days each to be held at IIM Kozhikode will be communicated in due course. Attendance to the in-campus module is **MANDATORY** for all participants. The in-campus modules are subjected to the conditions that prevail at the point of time. These conditions pertain to the Pandemic or other unavoidable reasons. In case the in-campus immersion cannot be held due to some unavoidable compulsions, adequate alternate options will be made available via online sessions.



# » FROM THE DIRECTOR'S DESK

Businesses today have transformed dramatically compared to a decade ago. At IIM Kozhikode, our programmes, crafted by world-class faculty with cutting-edge thought leadership and industry insights, empower participants to navigate complex business challenges with confidence and informed decision-making.

As we celebrate our 28-year journey of academic excellence, our growing global presence, recognized and accredited by leading institutions worldwide, attests to our commitment to growth. It's important to acknowledge that both our past and future play crucial roles in our ongoing journey. A visionary outlook is not merely aspirational; it is essential for providing our institution with purpose, direction, and imagination.

That's why we are committed to contributing to India and the world through our initiative, 'Vision 2047: Globalizing Indian Thought'. The scale and potential impact that India will have on 21st-century business drive this legitimate aspiration.

At the core of management is the ability to motivate a team to perform at its peak while balancing the diverse expectations of its members. To harness this dynamic, we are excited to introduce the Professional Certificate Programme in Managing Business Strategies for Sustained Growth and Profitability. This programme is designed to empower current and future business leaders to maximize performance while fostering a happy workforce.

Enriched with topics like Marketing and Sales, Brand Management, HR Management, Business Strategies and Supply Chain Management, our holistic and intensive curriculum aims to shape the exceptional leaders of tomorrow.

Wishing you all the very best!

*Debashis Chatterjee*

**Prof. Debashis Chatterjee**

Director,  
Indian Institute of Management Kozhikode



# » FACULTY

## Programme Directors



**Prof. Anandakuttan B Unnithan**  
Professor, Marketing Management

Prof. Anandakuttan B. Unnithan obtained his PhD degree in Marketing from Cochin University of Science and Technology, Kochi, Kerala. His career as a business educator, researcher and administrator has spanned over two decades. Prof. Anandakuttan has previously served IIM Kozhikode as Dean and was instrumental in the launch of new programs such as EPGP-Kochi, PGP-BL, PGP-LSM, and PGP-Finance. His research interests include consumer behavior, services marketing, and advertising. His publications have appeared in leading journals in marketing, advertising, and other business disciplines. He has consulted with major corporations and government agencies and is actively engaged in executive education and management development programmes.



**Prof. Salman Ali**  
Associate Professor, Strategic Management

Prof. Salman Ali obtained his doctorate from IIM Ahmedabad, specializing in the domain of Strategic Management and International Business. His areas of research encompass fields such as internationalization and re-internationalization of firms, global tourism and sustainable development, as well as digital transformation strategies. He has travelled extensively around the world, having visited over 25 countries spanning 6 continents, and has over 15 years of industry and academic expertise, including roles such as Assistant Professor at IIM Raipur and IIM Shillong, and Branch Director at Universal Business Links India (a franchisee of UBL United Kingdom). Prof. Ali has also made significant contributions to organizations such as CERA Sanitaryware Ltd, India and OCE Group, The Netherlands, through consultancy projects.



# » PEDAGOGY

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The course participants will engage in a vibrant mix of discussion-based lectures, workshops, real-world case studies, and simulations. The participants connect with a professional network, fostering relationships beyond the classroom. IIM Kozhikode faculty, celebrated for their academic and industry expertise, will guide, challenge, and inspire throughout the journey.

Upon completion, the participants will receive a certificate of completion from one of India's premier business schools and a profound understanding and practical skills in developing and implementing strategies for growth and profitability. This certification is more than an academic achievement; it's a testament to your readiness to lead and innovate in the ever-evolving business landscape.

All enrolled students will also be provided access to Veranda's Cloud LMS through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud LMS to raise questions and clear doubts.

# » ELIGIBILITY

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- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 15 Years of work experience in a supervisory role at the time of applying for this programme.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of 5 years overall work experience preferably in a managerial position.

# » WHO SHOULD ATTEND

- Executives refining leadership, driving organizational change, and fostering growth.
- Managers mastering strategies for dynamic business challenges in complex environments.
- Directors deepening strategic decision-making and enhancing corporate governance skills.
- C-suite leaders staying abreast of industry trends and fostering innovation.
- Potential successors preparing for top executive roles and leadership.
- Division heads integrating departments with overall corporate objectives effectively.
- Project managers leading large-scale projects with strategic impact.
- Entrepreneurs scaling operations and exploring new markets in mature businesses.
- Nonprofit leaders applying advanced business principles for organizational effectiveness.
- Government officials bringing efficiency and strategy to public sector management.
- Education leaders applying business principles to run educational institutions effectively.
- Healthcare executives navigating complex systems and improving operational efficiency.



# » FEATURES



## Live and Synchronous Learning

Live and synchronous instructor led classes imparting interactive and real time learning from eminent faculties from IIM Kozhikode



## Convenient Class Schedule

Live classes are scheduled to suit working professionals.



## Practice Based Learning

Gain practical knowledge through case study discussions, class exercises, individual or group activities and peer to peer interactions.



## Learn from the Best

Lectures imparted by eminent faculty from IIM Kozhikode.



## On Campus Visit

Visit IIM Kozhikode's breathtaking oxy-rich campus to attend in person classes and network with your faculty and fellow participants.



## Financing Options

Speak to our academic counsellors to know more about the loan and financing options offered by multiple Finance Partners.



## Access to Recorded Sessions

Subsequent to the live synchronous classes, participants can access the recorded sessions for review and revision as and when needed.

# » A TRACK RECORD OF SUCCESS



# » CERTIFICATE

Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this programme.

During the course, there will be periodic evaluations in the form of quizzes, class assignments, projects, case analysis, or any other objective/subjective assessments decided by the instructor during the class hours. Hence, the participants are expected to complete the given evaluation components on time successfully. IIM Kozhikode will award the course completion certification to those who complete the assessment components successfully along with the attendance criteria. The main objective of assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.



# » FEES



TOTAL  
PROGRAMME  
FEES

## INR 2,99,000/- + GST

Above fee includes boarding/lodging charges on twin sharing basis at IIM Kozhikode campus during the in-campus sessions.

### PAYMENT OPTIONS:

#### OPTION 1

Make the full payment of INR 2,99,000 + GST upfront

#### OPTION 2

Pay INR 60,000 + GST at the time of registration and avail a loan on the remaining INR 2,39,000 + GST

#### OPTION 3

Make payments as per the Instalment structure provided below

### INSTALMENT DETAILS:

INSTALMENT	FEES IN INR	FEES IN USD	PAYMENT DUE DATE
Instalment 1	Rs.60000 + GST	USD 1080	At time of Registration
Instalment 2	Rs.59000 + GST	USD 1080	By 05 July 2025
Instalment 3	Rs.60000 + GST	USD 1080	By 10 October 2025
Instalment 4	Rs.60000 + GST	USD 1080	By 10 January 2026
Instalment 5	Rs.60000 + GST	USD 1080	By 10 April 2026

# »» ABOUT THE INSTITUTE

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: Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK also has the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the MBA in Business Leadership (2019), MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE (Laboratory for Innovation, Venturing, and Entrepreneurship), a first-of-its-kind startup 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 Master of Business Administration (PGP) and Executive Master of Business Administration 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, and 16+ Asia-Pacific region in the QS World University Rankings 2024. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

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 programme providers globally for the year 2024. The feat has further consolidated the 28-year 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 #68 for FT Masters in Management (MIM) 2024 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+ organizations, which also includes several Fortune 500 companies in the process.



## #3

NIRF India Ranking 2024,  
Management

## #4

70 Global | Rank #4 in India  
Financial Times, Open  
Enrollment Rankings 2024



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Admission Partner

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