



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

**MANAGEMENT REVOLUTIONIZED**

# **NEW AGE MANAGEMENT PROGRAMME FOR SENIOR PROFESSIONALS**

Programme by IIM Kozhikode



Public B-Schools,  
The Week-Hansa Research  
Survey 2023



NIRF India Rankings,  
(Management)  
2023



70<sup>th</sup> in Global,  
Financial Times Open  
Enrolment Rankings 2024



151+ in Global,  
QS World University  
Rankings 2023



Marketing Partner

**jaro education**

## DIRECTOR'S MESSAGE

In light of the growing need for adept professionals who excel in leadership management, capable of transforming complex challenges into valuable business insights in today's ever-changing landscape, the Indian Institute of Management Kozhikode has meticulously designed the New Age Management Programme for Senior Professionals.

IIM Kozhikode's programmes, designed by world-class faculty with cutting-edge thought leadership and industry-leading insights, empower participants to confidently manage and lead through complex business challenges, driven by informed decision-making abilities. Our expanding global footprint, recognized and accredited by leading institutions worldwide, stands as a testament to the growth achieved in our nearly 28-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. A wide, far-seeing vision is not an indulgence but a necessity to give meaning to our present, providing the institution with a sense of purpose, direction, and imagination. This is why we contemplate what IIM Kozhikode will contribute to India and the world a few decades from now with "Vision 2047." Globalizing Indian Thought. The institute has set for itself a pre-eminent role with this motto. The sheer scale, scope, and potential impact that India will have on 21<sup>st</sup>-century business makes us believe that this is a legitimate aspiration.

Achieve the perfect synergy of skills to enhance your leadership acumen by enrolling in the New Age Management Programme for Senior Professionals offered by IIM Kozhikode.

*Debashis Chatterjee*

**Prof. Debashis Chatterjee**

Director,  
Indian Institute of Management Kozhikode



## Why Key Skills In Leadership Matter?

“

Companies with robust leadership programs see a significant boost in earnings, with an average of **147%** higher earnings per share when they increase the number of talented managers and engaged employees.

\*Thomas Griffin

**83%** of businesses agree that developing leaders is crucial for success. Without proper leadership development, companies risk losing up to 7% of their annual profits due to gaps in leadership skills.

\*Fit Small Business

Leaders who receive quality coaching are **3.4** times more likely to feel they have a clear development path and are less likely to switch companies to advance their careers.

\*Thomas Griffin

”



# WHY NEW AGE MANAGEMENT PROGRAMME?



## NEW AGE MANAGEMENT PROGRAMME

## TRADITIONAL MANAGEMENT

### Target Audience



Senior Professionals with 10+ years of experience



Early and mid-career professionals

### Focus



Niche areas and specialized skills



Fundamentals and traditional subjects

### Career Stage



Senior professionals in decision-making and strategic roles



Foundational skills and knowledge

### Decision-Making Roles



Targeted at decision-making positions



Broad understanding for various roles

### Leadership Development



Advanced leadership and strategic management



Moderate leadership training

## Customization



Specific to seasoned professionals' needs



Generalized management education

## Modern Business Challenges



Tackles modern challenges like digital transformation



Limited focus on contemporary challenges

## Skill Development



Advanced skills like emotional intelligence and strategic thinking



Foundational managerial skills

## Work-Life Balance



Mental well-being and work-life balance



Less emphasis on personal well-being



# CHART YOUR PATH TO SENIOR LEADERSHIP SUCCESS

## Roles and Opportunities

Empowers seasoned executives with the skills and insights needed to excel in senior leadership roles across diverse industries.

*Learners poised for senior leadership positions, such as:*



Chief Operating Officer (COO)



Chief Strategy Officer (CSO)



Vice President of Operations



Director of Strategic Initiatives



Head of Business Development



Senior Manager of Global Operations



Executive Director



General Manager

## OVERVIEW

In an era marked by rapid transformation and complex challenges, forward-thinking leadership is paramount. The New Age Management Programme for Senior Professionals by IIM Kozhikode is meticulously crafted to broaden your horizons and provide a fresh perspective on the multifaceted challenges companies encounter today. As a seasoned manager, the ability to anticipate, contextualize, and adapt your approach is indispensable.

This programme is tailored for ambitious executives and senior professionals poised to enhance their knowledge, refine their attitudes, and hone the leadership skills essential for success in the contemporary business landscape. Through a unique and immersive experience, this executive programme promises to elevate you into a high-performing senior leader, proficient in leveraging emerging technologies, forecasting future trends, and inspiring global, cross-cultural teams to achieve optimal results.

# PROGRAMME HIGHLIGHTS

A Course from one of India's Premier Educational Institutes, #3 in NIRF Rankings 2023 in the 'Management' Category



Executive Alumni Status – IIM Kozhikode

Flexibility in Learning: Online Classes On Weekends or After Business Hours



Curated for Working Professionals With a Practical Learning Approach

Certificate of Completion From IIM Kozhikode



Live Classes by Highly Experienced Faculty Members From IIM Kozhikode

5-Day Intensive Campus Immersion Modules



Peer-to-Peer Learning and Mentoring From Industry Experts



## LEARNING OUTCOMES

- Develop their functional competencies
- Enhance their strategic planning and execution and drive sustainable growth
- Build their persuasion and negotiation skills
- Improve their team-based capabilities
- Undertake data-driven decision-making in the era of AI/ML

## SKILLS AT A GLANCE



Strategic  
Leadership



Macroeconomic  
Forecasting



Data Storytelling  
& Visualization



P&L  
Management



Data Analytics



Turnaround  
Strategies



Brand  
Building



Growth  
Strategies



Strategic Planning  
and Execution

# PROGRAMME CONTENT

## Module-1

### ORGANIZATION FUNCTIONAL COMPETENCY

- ▶ Market Economies and Macroeconomic Policies
- ▶ Business environment – Trends and Analysis
- ▶ Customer Experience and Brand engagement
- ▶ Operations Excellence
- ▶ Corporate Finance and Financial Markets
- ▶ Innovation and New Economy business models

## Module-2

### MANAGING ORGANIZATIONS

- ▶ Analytical Models of Strategic Planning
- ▶ Corporate Strategy: M&A
- ▶ Managing growth and diversification
- ▶ Business turn-around management
- ▶ Project Portfolio Management

## Module-3

### EXECUTIVE PRESENCE AND INFLUENCE

- ▶ Influence and Persuasion
- ▶ Executive Presence
- ▶ Emotional Intelligence for managerial effectiveness
- ▶ Strategic Negotiations & Board Management
- ▶ Impactful Communication

## Module-4

### TEAM DYNAMICS

- ▶ People and Teams
- ▶ Judgement and Decision-Making
- ▶ Positive Psychology at Workplace
- ▶ Change Management



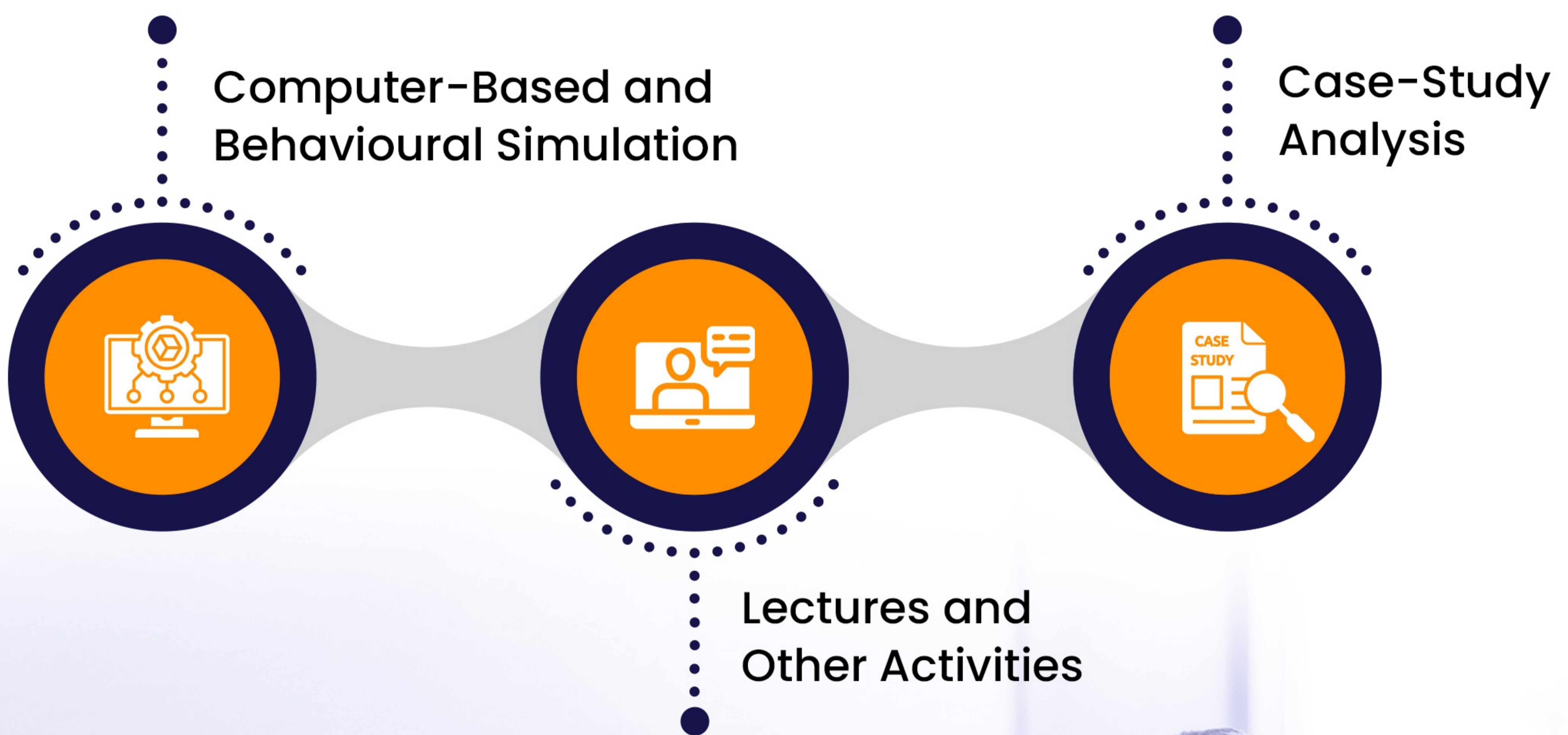
### **DIGITAL BUSINESS TRANSFORMATION**

- ▶ Digital Transformation Frameworks
- ▶ Leveraging Data for Business Decisions
- ▶ AI & ML for Decision Making
- ▶ New Business Models during Digital Disruption

Note: This is an indicative list of course topics and is subject to change as per IIM Kozhikode's discretion.

## **PEDAGOGY**

### **Multiple Modes of Delivery**



## PROGRAMME DETAILS

Duration

10 Months | 120 Hours of Learning

Delivery

Direct-to-Device (D2D)

## SESSION TIMINGS

**Saturday, 6:00 PM to 9:00 PM**



Application Closure Date | 30<sup>th</sup> October 2024

Commencement Date | 9<sup>th</sup> November 2024

## CAMPUS IMMERSION

- ▶ 5-Day Campus Immersion  
(comprising 2 campus immersions, one of 3 days and the other of 2 days).

## ELIGIBILITY CRITERIA

- ▶ Graduates (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline with 10 years of experience.
- ▶ Diploma (10+2+3) with 12 years of experience.

## FEE STRUCTURE

Application Fee - INR 2,000/- + GST

**Total Programme Fee**

(Excluding Application Fee)

**INR 4,00,000/- + GST**

### Instalment Pattern

**Booking Amount :** INR 1,35,000/- + GST  
7 days from the date of offer release  
(Latest by 31<sup>st</sup> October, 2024)

**Instalment 1 :** INR 1,35,000/- + GST  
15<sup>th</sup> January, 2025

**Instalment 2 :** INR 1,30,000/- + GST  
15<sup>th</sup> April, 2025

Easy EMI Options Available\*

## ADMISSION CRITERIA

- ▶ Selections will be based on a detailed Profile of the Candidate in his own words elaborating on his Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on “Expectations from the Programme”.

## ASSESSMENT

- ▶ The evaluation methodology is at the discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments, and any other component as decided by the faculty. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the evaluation components specified 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 of the programme to actual organizational decision scenarios.



# Who Can Attend?

- **Functional and business leaders**

Aiming for top leadership roles to drive business transformation and navigate complex landscapes.

- **Senior professionals**

Seeking to enhance leadership capabilities and business impact.

- **Aspiring C-Suite leaders**

Accelerating their path to executive roles with skills to lead at the highest level.

- **Change agents**

Driving innovation and transformation with cutting-edge knowledge.

- **Entrepreneurs and founders**

Scaling ventures, refining strategy, and building high-performing teams.



# PROGRAMME CERTIFICATION



- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a **'Certification of Completion.'**
- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a **'Participation Certificate.'**

## PROGRAMME CHAIR



### **PROF. DEEPA SETHI**

**Dean, Outreach, Executive Education & Internationalization,  
IIM Kozhikode**

Prof. Deepa Sethi has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioral Aspects in Organizations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School. Her research interests are Verbal & Nonverbal 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.







### **PROF. PRANTIKA RAY**

**Assistant Professor,  
Organizational Behaviour and Human Resources,  
IIM Kozhikode**

Dr. Prantika Ray is an Assistant Professor at the Indian Institute of Management, Kozhikode. She is one of the only nine global awardees of the prestigious Paul R. Lawrence Fellowship at the North American Case Research Association 2021. She has earned her PhD (fellow) in management from the Human Resources Management (HRM) from the esteemed Indian Institute of Management Ahmedabad. She has developed and taught several courses to post graduate students across various institutes. She is also involved in training working executives and senior leaders across eminent organizations in reputed multinational companies. She has worked in various capacities in multiple consulting assignments in public-sector and private-sector companies across the globe. She has published in reputed peer-reviewed journals like the International Journal of Knowledge Management, Journal of Global Mobility, Indian Journal of Industrial Relations and Human Resource Management International Digest. She has co-authored multiple case studies that are registered with the Harvard Business School Publishing and Indian Institute of Management, Ahmedabad Case Centre. She has presented her papers in reputed international and national conferences including the Journal of Management Studies conference, Birmingham (UK) in 2020 and British Academy of Management, Bristol (UK) in 2018. Her research and teaching interests include cross-cultural management, HR analytics, AI/Robotics and its effect on HRM, generational HRM, strategic human resources management, future of work, knowledge management and leadership.

## ABOUT THE 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 also has 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 3<sup>rd</sup> 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 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 IIMs 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+ organizations, which also includes several Fortune 500 companies in the process.



# ABOUT JARO EDUCATION

**3,50,000+**  
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India, USA & Singapore

**20+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODY Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards

OUTLOOK BUSINESS



Outlook Business Icon  
Awards 2023

India's Most Trusted  
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The Business  
Awards 2024

Leading Edtech Company  
of the Year

Jaro Education is an online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & PhD, Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.

# jaro education

## Get in Touch With Us Right Now!

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### JARO EDUCATION'S PRESENCE

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Hyderabad | Jaipur  
Kolkata | Mumbai | Nagpur | Pune