



भारतीय प्रबंध संस्थान कोषिककाड

**Indian Institute of Management Kozhikode**

*Globalizing Indian Thought*

# Professional Certificate Programme in **Business Management** (Batch 13)

Live + Campus Immersion

₹2,65,000 + GST

12 Months



# IIM KOZHIKODE ADVANTAGE FROM THE DIRECTOR'S DESK



Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world is a testimony to the growth we have achieved in our nearly 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. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, and to give this Institution a sense of purpose, direction, and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope, and potential impact that India will have on 21<sup>st</sup> century business makes us believe that this is a legitimate aspiration.

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

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is written in a cursive, flowing style.

Prof. Debashis Chatterjee,  
Director, IIM Kozhikode

# Business Management & Enterprises

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

## Essential Functions of Management

1

### PLANNING

- Goal-setting
- Resource Allocation
- Standards & Timelines

2

### ORGANISING

- Process Flow
- Delegation
- Review & Respond

3

### MANAGING

- Communicate
- Motivate
- Guide & Groom

4

### CONTROLLING

- Monitor
- Evaluate
- Improve & Enhance

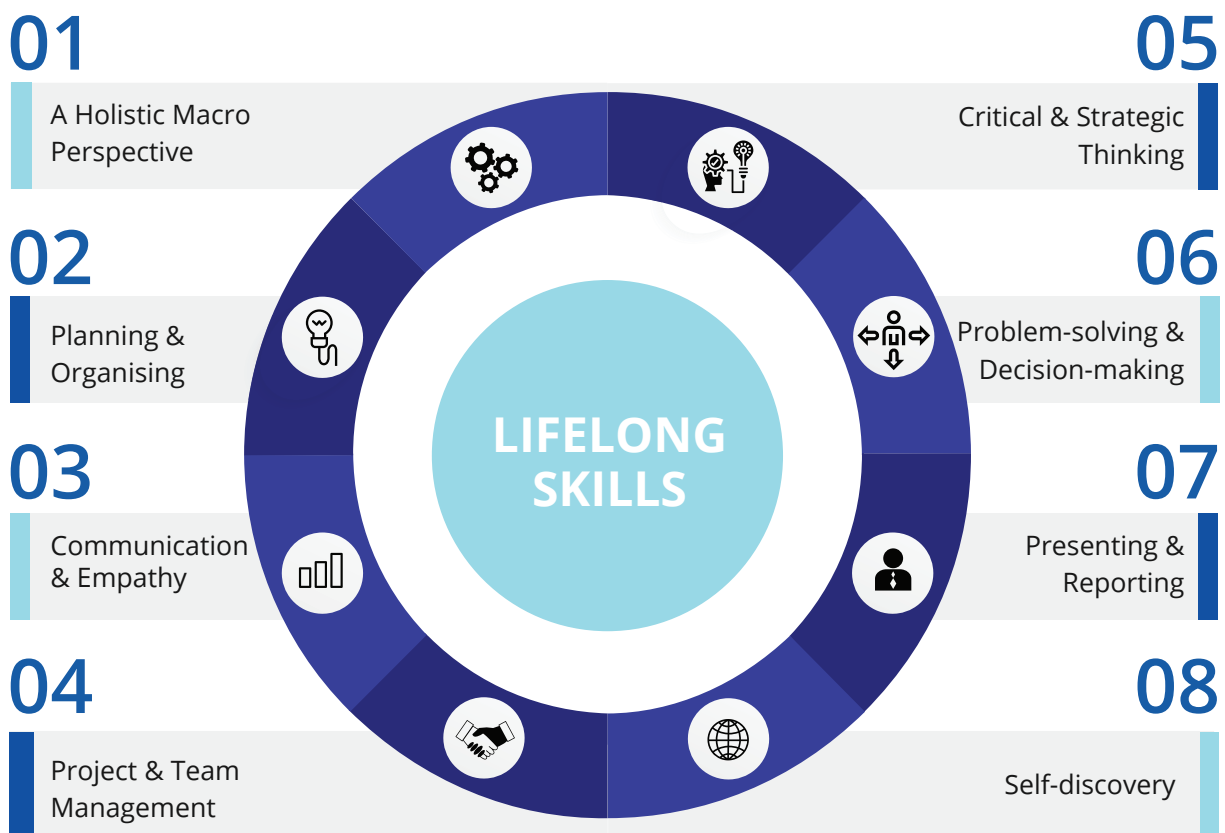
In recent history, enterprises that have failed due to poor or myopic or unethical management practices include Kodak, Compaq, Toys “R” Us, Enron, WorldCom, Satyam, etc. Thus, the importance of sound business management practices to a successful and sustainable enterprise cannot be emphasised enough.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

## Benefits of Management for Enterprises



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

## Studying Business Management: Lifelong Skills



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



## PROGRAMME OVERVIEW

**IIM Kozhikode's Professional Certificate Programme in Business Management (Batch 13)** has been meticulously designed to address the dynamic and rapidly evolving business environment of today. As new opportunities continuously emerge, businesses must be poised to capitalise on them. The incessantly changing technological landscape presents challenges that compel businesses to innovate and maintain their competitive edge. The demands of the present and future necessitate executives who are mentally equipped and prepared to navigate these complexities with the requisite skills and knowledge. This programme, offered by IIM Kozhikode, focuses on harnessing and enhancing intrinsic qualities to enable participants to excel in their professional environments.

Programme Duration

**12 months (130 hours)**

Class Schedule

**Sunday, 03:30 pm – 06:30 pm**



## ELIGIBILITY

Bachelor's Degree (10+2+3 or 10+2+4)/Diploma (10+2+3) from any recognised university with a minimum of ONE year of full-time work experience\* post completion of qualifying education.

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

## WHO SHOULD ATTEND

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

# PROGRAMME HIGHLIGHTS



A contemporary  
12-month programme of  
business management



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



Real-life case studies and  
simulation-based pedagogy



IIM Kozhikode Executive  
Alumni status





# LEARNING OUTCOMES

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



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

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



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

Hone analytical, strategic, and business thinking competence



# PROGRAMME CONTENT

The programme curriculum comprises the following modules:

## Module 1: Pillars

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

## Module 2: Skills

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

## Module 3: Expertise

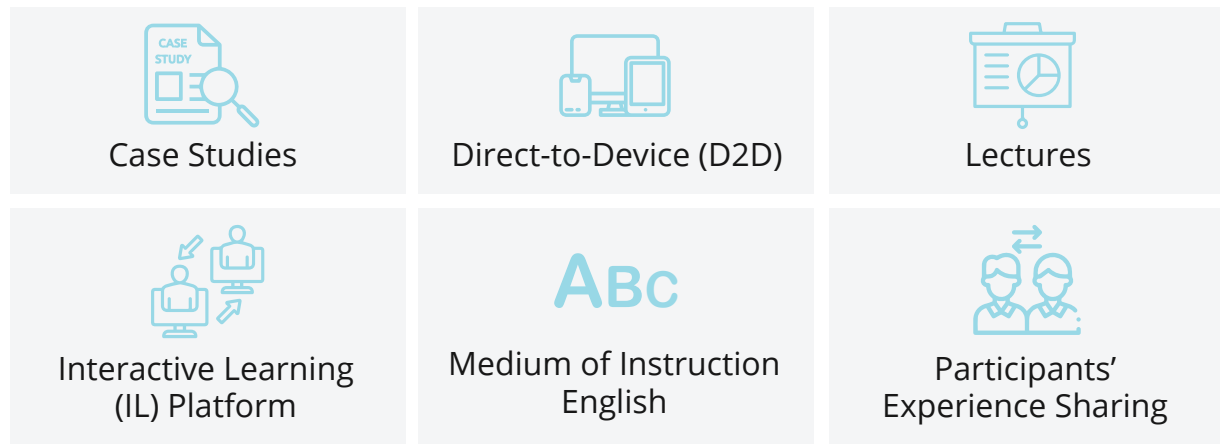
- Digital Transformation
- International Management
- Consumer Behaviour and Marketing Research
- Cross-cultural Management
- International Business
- Product and Brand Management
- Corporate Finance
- Logistics and Supply Chain Management
- Organisation Structure, Design, and Change
- Sales and Distribution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

## Module 4: Project Work

## Module 5: Business Simulation

## Module 6: Master Classes

## PEDAGOGY & PROGRAMME DELIVERY



## ADMISSION CRITERIA

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

## ATTENDANCE CRITERIA

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

## CAMPUS IMMERSION

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

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



# LIVE THE CAMPUS LIFE



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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE  
*Globalizing Indian Thought*

Management Development Programme



2 Days In-campus Module  
for  
Professional Certificate Programme in Business Management (Batch-05)  
November 18-19, 2023

# SNAPSHOT OF PAST COHORTS

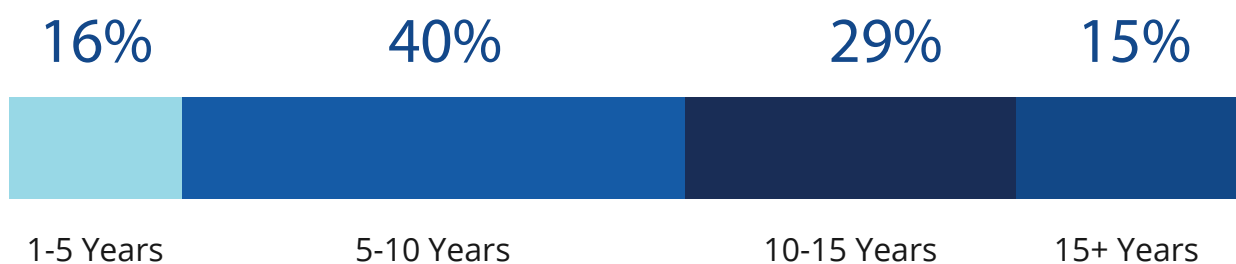
## Top Industries

- IT
- Banking
- Automation
- Telecommunication
- Pharmaceutical
- Health Care
- Education
- Insurance
- Broadcast Media
- Electronic Manufacturing

## Top Job Profiles

- Manager/Sr. Manager
- Project Manager
- Vice President
- CEOs
- Business Analyst
- CXOs
- Engineer
- Data Analyst

## WORK EXPERIENCE



## PAST PARTICIPANTS CAME FROM

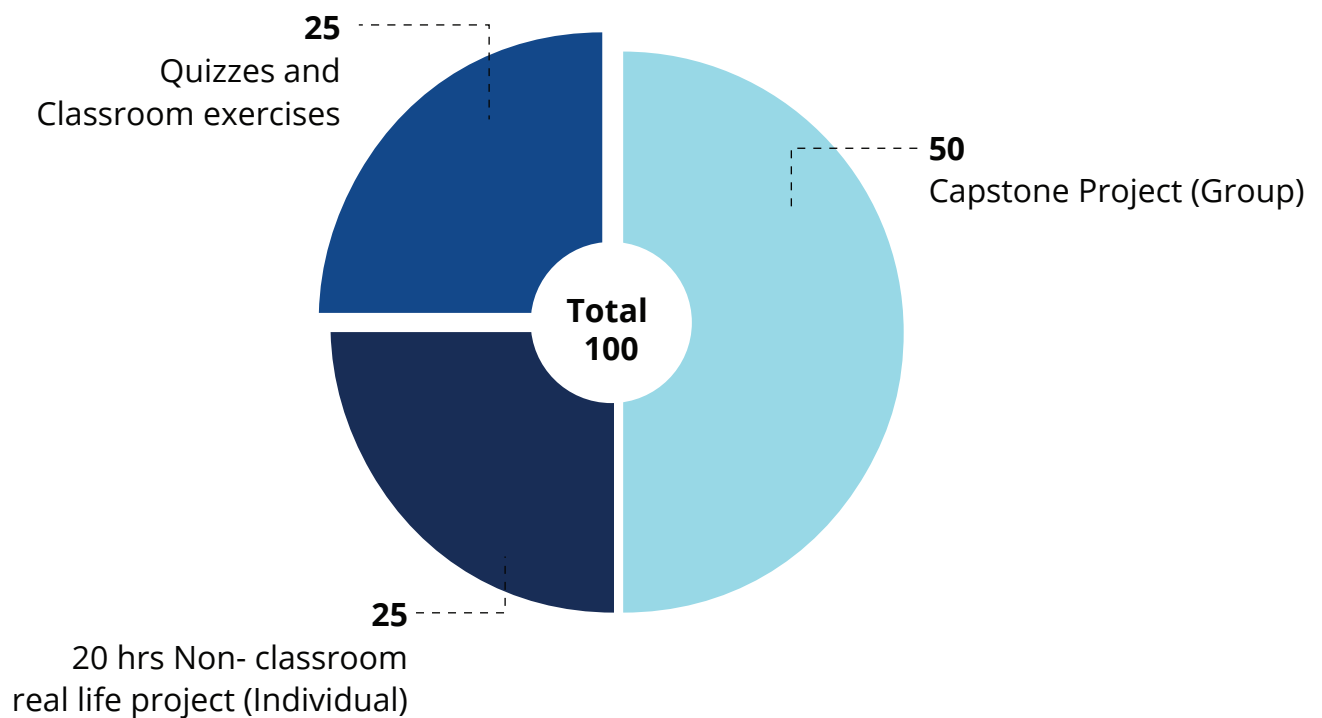


## ASSESSMENT & EVALUATION

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

The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.

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



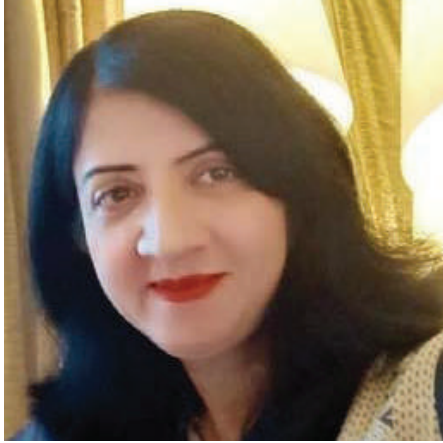
## CERTIFICATION

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



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

# PROGRAMME COORDINATOR



Professor  
Deepa Sethi

Prof. Deepa Sethi is a Professor and Dean, Outreach, Executive Education & Internationalization at the Indian Institute of Management Kozhikode. She has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioural Aspects in Organisations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School. Her teaching areas include Managerial Communication, Cross-cultural Communication, and Written Analysis and Communication (WAC). Her research interests are Verbal and Non-verbal Communication, Cross-cultural Communication, Soft Skills for Interpersonal Effectiveness, Health Communication, and Presentation Skills. She has also been awarded the title of Prof. Indira Parikh 50 Women in Education Leaders, in 2019. She has published in high-impact, refereed A\* and A-listed international journals.



# ALUMNI SPEAKS



## Mritunjay Kumar

General Manager Sales, INTAS Pharmaceuticals Ltd.

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

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



## Dhwani Kothari

Liability Insurance Placement Manager  
Willis Towers Watson India Insurance Brokers Private Ltd.

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



## Rajesh Biswas

PhD, Alternative proteins | Strain Engineering | Genomics

As a scientist, I've always been passionate about pushing boundaries in research. This certification equips me with invaluable skills to not only lead scientific endeavours but also manage teams, projects, and resources effectively. This certification allows me to blend my scientific knowledge with management skills to drive impactful innovation and lead teams towards groundbreaking discoveries.



## Ratna Roy

Technology Lead @ Infosys

I'm delighted to share that I've accomplished the Executive Management Development Programme (e-MDP) from the Indian Institute of Management Kozhikode. I have immense gratitude to IIMK professors, faculty, and Deepa ma'am for their invaluable guidance and unwavering support throughout the entire journey. The classroom sessions and campus immersion programme were truly enriching experiences. I'm grateful for the opportunity to enhance my skills and knowledge. Here's to ongoing progress and growth!

# PROGRAMME FEE

Particulars	Amount (₹)*
Programme Fee	2,65,000
<b>Total Fee</b>	<b>2,65,000</b>

Note:

- \*Taxes will be additional as applicable.
- This is with reference to the refund of the Processing Fees. Please note that the Processing Fee shall not be refunded in the following circumstances:
  - In case the candidate rejects the offer issued by the Institute; and
  - In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.
- All fees are payable directly to Times Edutech and Events Limited (TEEL).

# INSTALMENT SCHEDULE

Instalment	Date	Amount (₹)*
I	At the time of Application	2,500
	Within one week of offer rollout	75,500
II	10 <sup>th</sup> December, 2024	63,000
III	10 <sup>th</sup> March, 2025	62,000
IV	10 <sup>th</sup> June, 2025	62,000

\*GST will be added as applicable.

## PROGRAMME TIMELINES

Last date to Apply	<a href="#">Refer to Website</a>
Programme Start Date	29 <sup>th</sup> September, 2024
Programme End Date	October 2025

**APPLY NOW**





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### **Indian Institute of Management, Kozhikode** ([www.iimk.ac.in](http://www.iimk.ac.in))

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 Programmes. 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 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 programme 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 2023,  
Management

**#4**

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

**#3**

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



## ABOUT TIMESPRO

Established in 2013, we are the award-winning H.EdTech initiative of the Times Group, catering to the learning needs of Indians with aspirations of career growth. We offer a variety of created and curated learning programmes across a range of categories, industries, and age groups. They include employment-oriented Early Career courses across BFSI, e-Commerce, and technology sectors; Executive Education for working professionals in collaboration with premier national and global educational institutions; and Enterprise Solutions for learning and development interventions at the organisational level. TimesPro strives to embody the values of Education 4.0: Learner-centric, industry-relevant, role-specific, and technology-enabled, with a goal of making learning accessible for anyone who seeks to grow.



Industry relevant  
curriculum by  
best-in-class faculty



Interactive  
sessions with  
state-of-art LMS



IIMs and IITs  
as course  
partners



1,00,000+  
alumni  
community



1801 & 1802, F Wing, Bennett Coleman & Co. Ltd.,  
Lotus Corporate Park, Off Western Express Highway,  
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