



भारतीय प्रबंध संस्थान कोषिककोड

**Indian Institute of Management Kozhikode**

*Globalizing Indian Thought*



# General Management Programme: For Future Leaders



**Accelerate Your Leadership Growth In A New Business Age**

Starts on March 20, 2025 | 11 Months | Online + Live Sessions

**#3** NIRF India Ranking 2024, Management

## Programme Summary

### General Management Programme: For Future Leaders

 <b>Institute Name</b> IIM Kozhikode	 <b>Programme Duration</b> 11 Months	 <b>Cost</b> INR 2,10,000 + GST
 <b>Learning Mode</b> Online + Live sessions	 <b>Weekly effort</b> 4-6 Hours Per Week	 <b>Faculty</b> IIM Kozhikode
 <b>Programme/ Course Leaders</b> Subject Matter Experts/ Mid-Senior Industry Practitioners	 <b>Eligibility</b> Minimum Graduate or Diploma Holder (10+2+3)	 <b>Certificate</b> IIMK will award a certificate of successful completion to participants who complete the programme successfully with 70% of the score in the evaluation

## Learning Experience

- **Pre-recorded Videos** - Flexibility to learn at your own pace, around your busy schedule
- **World-class Faculty** - Learn from the best faculty and industry practitioners
- **High Quality Videos** - Great learning experience, even while on-the-move
- **Cohort-based Learning** - Networking & community interaction by using discussion boards
- **On-demand Learning** - Re-watch any lesson/ concept for deeper understanding

## Frequently Asked Questions

### **Are there any LIVE sessions with the institute faculty in this programme?**

The programme includes high-quality pre-recorded videos and 4-6 live sessions by esteemed IIMK faculty, complemented by live sessions with industry experts, offering practical insights and real-world perspectives..

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

Programme leaders are Industry Practitioners/ 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

### **Who grades/ gives inputs on the assignments and projects?**

The assignment grading frameworks are created in collaboration with the institute faculty and Emeritus grading team.

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

Yes, the qualifying mark is 70%.

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

It is upon the faculty's discretion if any re-attempt would be allowed of the quiz or assignment and the evaluation methodology.

### **Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?**

Doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress.

### **What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?**

We encourage our learners to complete the programme to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated before the programme commencement. However, after the programme commences, fee becomes non refundable.

### **What type of certificate will I receive?**

Upon successful completion of the programme, 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?**

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme end date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Note: This programme summary is provided only for your convenience. You are advised to refer to the brochure for more information.

# The 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 are a testimony to growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, 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: Globalising 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 business makes us believe that this is a legitimate aspiration.

Modern times are generating modern challenges which not only require talent but guile, tact and a systematic approach using human-centered techniques to solve problems in a creative and innovative way.

Design Thinking processes and approaches like brainstorming and reverse brainstorming, the Kano Model, Minimum Viable product, etc. revolve around a leader's passion to understand the people for whom we design products and services.

And the best part about Design Thinking? It is for everybody. Whether you are a business leader looking to break the age-old stereotypes of looking at problems or a strategic task master looking to add another dimension to craft new success strategies, IIM Kozhikode's Design Thinking and Innovation programme is perfect for you.

Wishing you all the very best!



**Prof. Debashis Chatterjee**

Director,  
Indian Institute of Management Kozhikode



# Be a Holistic, Impactful Leader in a Dynamic Era

In a complex business environment, driven by cross-functional challenges, technological advancements, and changing consumer behaviour, aspiring leaders need a broader set of skills to create impact. To thrive, leaders must be strategic visionaries with a deep understanding of the entire business. They need to master the art of leadership, inspiring teams and driving results. And finally, they must be agile, tech-savvy navigators in our rapidly evolving digital world.

Here's why the landscape is rapidly changing and the need for strategic skills, AI expertise, and talent development has never been more critical:

## 68%

68% of C-suite executives believe that human-centric productivity, which integrates AI and digital work design, is essential for driving business success in the evolving workplace landscape.

Source: Mercer

## 91%

91% of Indian corporate leaders believe AI adoption is crucial for survival.

Source: Microsoft-LinkedIn Work Trend Index 2024

## 48%

Nearly half (48%) of HR leaders consider skills shortages a top business threat in 2024.

Source: Mercer's Talent Trends report

### Starts on

March 20, 2025

### Duration

11 Months

### Programme fee

INR 2,10,000 + GST

### Format

Online + Live Sessions

# Unlock Leadership Excellence with IIM Kozhikode's General Management Programme: For Future Leaders

**IIM Kozhikode's General Management Programme For Future Leaders** is your launchpad to leadership excellence. Over 11 months, you'll gain a 360-degree view of business, mastering finance, marketing, operations, and HR. Coupled with AI-driven insights, you'll be equipped to navigate complex business landscapes and drive transformative growth. Emerge ready to shape your organisation's future!

## Reshape Your Career Trajectory in Less Than a Year with IIMK



### **Accelerate your career climb:**

fast-track your ascent to senior leadership roles with a comprehensive understanding of business functions and strategic decision-making.



### **Unlock new career paths:**

Diversify your skillset and open doors to a wide range of leadership positions across industries with the knowledge and networking opportunities provided.



### **Boost your earning potential:**

Pursuing the programme will help you gain the competitive edge to command higher salaries and secure top-tier roles.

# AI-Powered Leadership: Beyond the MBA

The business world is undergoing a seismic shift, driven by rapid technological advancements. Leaders today must be more than managers; they need to be AI-powered strategists.

The IIM Kozhikode programme stands out by incorporating emerging technologies and digital transformation, specifically generative AI, into its curriculum. Unlike traditional leadership programmes that merely touch on technology, we equip you with the skills to harness AI as a strategic tool. You'll learn to leverage **Generative AI**, making data-driven decisions that drive innovation and growth.

**Prepare to lead the next generation of business by mastering the intersection of AI and management.**



# Programme Highlights



Gain unparalleled expertise with live and recorded sessions led by top IIM Kozhikode faculty.



Cutting-edge modules on AI, Generative AI, Industry 4.0, Cybersecurity, and Digital Leadership, focusing on AI-led strategy



Specialise in top management domains with a focus on emerging trends and transformative technologies



Industry-relevant case studies and 15 mini-projects, including 5+ group projects



Get certified by IIM Kozhikode, ranked #3 in NIRF ratings, 2024



On-campus immersion for immersive learning with peers



Live masterclasses on AI & Gen AI across business domains by industry experts



Engage in live doubt-solving sessions

Note : The programme highlights presented above are approximate, and subject to change depending on the availability and expertise of the teaching faculty, as well as the programme's desired outcomes.

The doubt solving sessions will be taken by programme leaders.

The programme includes 4-6 live sessions conducted by top IIM Kozhikode faculty. In case of their unavailability, industry experts will lead these sessions.

# Live Masterclasses on AI & Gen AI Across Key Business Domains



Marketing



Finance



HR Management



Operations & SCM



Fintech & Digital Banking



Product Management



Note : The programme highlights presented above are approximate, and subject to change depending on the availability and expertise of the teaching faculty, as well as the programme's desired outcomes.



# Who Is This Programme For?

- **Mid to senior-level professionals aiming to** gain a 360-degree view of business, sharpen their leadership skills, and master the art of strategic decision-making with AI integration. Network with like-minded professionals and accelerate your career trajectory.
- **Start-up founders, aspiring leaders** looking to scale their businesses. This programme provides the strategic toolkit, leadership acumen, and insights into leveraging AI for growth. Connect with a community of innovators and turn your vision into a thriving reality.



# Programme Faculty



**Dr. Deepa Sethi**  
Professor & Dean  
(Outreach, Executive  
Education &  
Internationalization)  
Humanities & Liberal  
Arts in Management



**Debashis Chatterjee**  
Director, Organisational  
Behaviour and Human  
Resources



**Shubhasis Dey**  
Professor & Dean,  
(Faculty Administration  
& Development)  
Economics



**Payal Anand**  
Associate Professor,  
Organisational Behaviour  
and Human Resources



**Rachappa Shette**  
Associate Professor  
Finance, Accounting  
& Control



**Deepak S Kumar**  
Associate Professor,  
Marketing  
Management



**Anubha Shekhar  
Sinha**  
Associate Professor,  
Strategic Management



**M. P. Sebastian**  
Professor,  
Information Systems

# Programme Faculty



**Anirban Ghatak**

Assistant Professor  
(Grade I)  
Economics



**Soumya Roy**

Associate Professor,  
Quantitative Methods and  
Operations Management



**Arqum Mateen**

Associate Professor,  
Quantitative Methods and  
Operations Management



**Ashutosh Sarkar**

Professor,  
Quantitative Methods  
and Operations  
Management



**Rajesh Srinivas  
Upadhyayula**

Professor & Dean  
(Programmes),  
Strategic Management



**Prantika Ray**

Assistant Professor  
(Grade I),  
Organisational Behavior  
and Human Resources

# Programme Modules

## Module 1: Foundations of Management

- Principles of Management, Best Practices, Importance of Ethics and Culture

## Module 2: Managerial Economics

- Microeconomics and Macroeconomics

## Module 3: Managerial Communication

- Building Core Communication Skills
- Crisis Communication Strategies
- Social Media and AI

## Module 4: Organisational Behaviour

- Fundamentals of Organisational Behaviour
- Perception and Attribution
- Group and Teams
- Conflict and Negotiation

## Module 5: Financial Statement Analysis

- Introduction to Accounting and Financial Statements
- Financial Position Statement: Balance Sheet
- Income Statement: P&L
- Cash Flow Statement
- Financial Metrics and Cost Management

## Module 6: Marketing Management

- Understanding Customer and Competition
- Marketing Strategy and Brand Management
- Digital Marketing

# Programme Modules

## Module 7: Strategic Management

- Strategic Frameworks with examples
- Business Models
- Strategic Management and Implementation

## Module 8: HR Management

- Intro to HR management and Talent Management
- Succession Planning and Performance Management

## Module 9: Managerial Finance

- Working Capital Management and Cost Management
- Risk Management, Reporting and Financial Compliance

## Module 10: Business Analytics for Decision Making

- Introduction to Statistic and Data Overview
- Dealing with Uncertainty
- Generalising Sample Information to Population
- Testing a Claim or Idea
- Predictive Modelling & Analytics

## Module 11: Operations and Supply Chain Management

- Understanding Supply Chain
- Demand Forecasting
- Managing Inventory across the Supply Chain
- Supply Chain Coordination
- Pricing & Revenue Management

# Programme Modules

## Module 12: International Business

- Introduction and Overview of Global and Regional Trends and Challenges
- Geopolitical and Legal Environment for International Business
- Global Business Strategies
- Operations and Control

## Module 13: Business Governance

- Sustainability and Green Economy
- Business Ethics and Legal Issues

## Module 14: Generative AI and Digital Transformation Strategies

- Generative AI and AI-led Strategy
- Applications of GenAI tools in Productivity and Creativity
- Industry 4.0, Cybersecurity, Digital Leadership

## Module 15: Business Leadership

- Leadership Styles and Adaptability, Culture of an Organisation
- Leadership and Technology



Note: The sequence of modules is subject to change, and the final schedule will be shared during the orientation session.

# Programme Certificate

Participants who achieve a score of 70% or higher in the overall evaluation will be awarded a certificate of successful completion by IIMK.

A participant with less than 70% of the score in the overall evaluation will not be awarded any certificate.



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



# Core Competencies for Strategic Leadership



## **AI & Emerging Technologies:**

Harness AI, Gen AI, and emerging technologies for transformation.



## **Leadership:**

Lead effectively with adaptable styles and leverage technology for organisational success.



## **Functional Expertise:**

Excel in finance, HR, strategy, marketing, operations, and communication.



## **Strategic Management:**

Devise and implement ethical strategic management plans aligned with organisational needs.



## **Finance Management:**

Analyse financial statements and manage costs for informed decision-making.



## **Marketing:**

Formulate and execute marketing strategies, using digital platforms to drive growth.



## **People Management:**

Lead and manage HR effectively, focusing on talent development and performance optimisation.



## **Data-Driven Decision-Making:**

Use statistical and analytical tools for informed decisions in supply chain and business uncertainties.



## **International Business:**

Navigate global markets with strategic initiatives considering geopolitical and legal factors.



# Learning Outcomes



**All-round skills:** Move from functional expert to business expert. Gain a 360-degree view of the business world. From finance to marketing, operations to HR, you'll master it all. Develop the strategic mindset and leadership skills to excel in senior roles.



**Adaptability:** Evolve from 'reacting' to 'responding'. Navigate a rapidly changing business landscape with confidence. Develop the agility and cross-functional expertise to thrive in any industry.



**Advancement:** Grow from functional head to business leader. Accelerate your career progression with a programme designed to equip you for leadership roles. Expand your network, enhance your skills, and open doors to new opportunities.



**Accelerated innovation:** Unlock change in your organisation. Stay ahead of the curve with a focus on AI and digital transformation. Learn to leverage technology to drive business growth and innovation.



**Absorption from the best minds:** Diversify your learning. Build a solid base of knowledge and skills through rigorous coursework and practical application. Gain the confidence to tackle complex business challenges.



**Authoritative credentials:** Get the badge of honor by IIMK. Enhance your career prospects with a prestigious certification from one of India's top business schools. Join a network of high-achieving alumni.

# Programme Details

Programme Fee:	<b>INR 2,10,000 + GST</b>
Duration:	<b>11 Months</b>
Start Date:	<b>20 March 2025</b>

Note:

- Any extra payment during the tenure of the programme will have to be borne by the students (such as arrear fees, re-registration fees, payment gateway charges and taxes, etc).
- 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 programme includes an optional on-campus networking event, offering a chance to engage within the Institute's environment, with a fee of INR 9,000+GST per day.



# 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.

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#70 Global Rank #4 India, Financial Times Open Enrolment Rankings 2024

#3

NIRF India Ranking 2024, Management



# 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.



Apply for the programme here

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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](mailto:iimk.execed@emeritus.org)

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