



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



BATCH 9



General Management Programme for Business Excellence

Starts March 29, 2025 | 10 Months | Live Online Sessions

Average session rating: 4.6/5

*Based on feedback received by 460+ participants

#4











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

#3

NIRF India Ranking 2024, Management

Programme Summary

General Management Programme for Business Excellence

 Institute Name IIM Kozhikode	 Programme Duration 10 Months	 Cost INR 2,48,500 + GST	 Learning Mode Live Online Sessions with IIMK Faculty	 Weekly effort 5-7 hours per week
 Faculty IIM Kozhikode	 Payment Options Flexible Instalment Plans with EMI Options available	 Special Pricing Special pricing up to 10% discount is available for corporate plans	 Eligibility The candidate should have minimum of 1 + years of work experience (after graduation).	 Certificate 'Certificate of Completion' from IIM Kozhikode and eligible for 'Executive Alumni Status' on successful course completion

Learning Experience

- Weekly Live-online lectures from leading IIMK faculty
- Hands On Learning with Business Simulations
- Learn from Real-world Cases and Assignments
- Programme support - 24*7 Emeritus support team
- Capstone Project guided by IIMK Faculty
- 3 days Campus Immersion at IIM Kozhikode

Frequently Asked Questions

What would be the mode of learning?

There would be 3-hr weekly live-online lectures on Saturday conducted by IIMK faculty. The programme is spread across 11 modules for a duration of around 10 Months. The learning experience would include rich discussions with eminent faculty and seasoned peers, case-based learning, assignments and quizzes, guided capstone project work for which the learners would have to put in additional efforts beyond class hours.

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

The examination and evaluation of graded submissions, project work, and simulations, if any, is at the discretion of the IIMK's faculty.

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

Yes, the qualifying mark is 75%.

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

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

Is there a campus immersion included in the programme?

For an immersive and experiential learning journey, the programme offers a campus chapter at IIM Kozhikode campus of 3 days as a part of the programme's learning journey providing a rich networking and face to face learning opportunity.

Will Emeritus/ Institute help with placement services?

This course is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. Over 87% Emeritus learners have witnessed career growth post completing their course. As an additional service, we provide job placement assistance, resume writing guidance, navigating job search and interview prep along with this course. All this guidance is provided over recorded videos, this is not live.

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

Your chosen programme has a 88% satisfaction rating by 460+ past learners. 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, with a minimum 75% attendance and satisfactory academic performance, participants will be awarded a certificate of completion and will be eligible to receive IIM Kozhikode's Executive Alumni Status (optional). If your attendance is below 75% then you will get a Certificate of Participation, not a Certificate of Completion.

How long will I have access to the learning materials?

The recorded videos and learning material will be available throughout the duration of the programme.

Note: This Programme Summary is provided only for your convenience. You are advised to refer to the Programme 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. 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 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: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

The process of creating a dynamic which motivates a team to perform at its peak while also managing the expectations that come with varied personalities is management at its core. To harness this dynamic and help it blossom, the Indian Institute of Management Kozhikode has designed the General Management Programme in Business Excellence. This programme will empower current and future business leaders to elicit performance from their people while ensuring that they nurture a happy workforce. Enriched with topics such as People Management, Business Leadership, Business Analytics and Design Thinking among others, this programme provides a holistic and intensive curriculum to help shape the exceptional leaders of tomorrow.

Wishing you all the very best!



Prof. Debashis Chatterjee

Director,
Indian Institute of Management Kozhikode



Programme Overview

Business excellence is of paramount importance for leaders, as it provides a framework for strategic decision-making, fosters a culture of continuous improvement, empowers employees, nurtures a customer-centric approach, and promotes ethical and responsible practices. By embracing business excellence, managers can inspire their teams, drive transformational organisational growth, navigate technological advancements and establish a foundation for long-term success in today's competitive business landscape.

The Professional Certificate Programme in General Management Programme for Business Excellence by the Indian Institute of Management Kozhikode is a comprehensive and highly respected programme designed to equip professionals with the essential skills and knowledge needed to excel in the dynamic world of business. This certificate programme offers a unique blend of academic rigor, practical insights, and leadership development, all tailored to meet the specific needs of working executives and business leaders.

Starts on

March 29, 2025

Duration

10 Months

Programme fee

INR 2,48,500 + GST

Format

Live Online Sessions

* Begins with introduction to platform



Programme Highlights

The 21st century workplace requires business grounding and breakaway innovation! What better place to imbibe the innovations of today's market than at the prestigious IIM Kozhikode (Ranked #3, NIRF 2024, Management).



Interactive **weekly live-online** sessions with the notable IIMK Faculty



Holistic curriculum with an understanding of **digital transformation** and technological disruptions



Accelerate your success journey with IIMK Executive **Alumni Status**



A Comprehensive Capstone Project and practical learning with business **simulations**



3-Day immersion at IIM Kozhikode **Campus**



Earn prestigious **certification** from IIM Kozhikode

Note:

- The primary mode of learning for this programme is via live online sessions with faculty members.
- Post session video recordings will be made available, at the discretion of faculty member.
- The recorded videos and learning material will be available throughout the duration of the programme.

Who is this Programme for?

In the modern workplace, strivers merely react to changes, while winners respond intelligently, adapt by learning, and take bold leaps forward. This is made possible by their world-class functional expertise, leadership and strategic capabilities, data-driven approach, and innovative mindset.

- **Early-career professionals** keen on expanding their career horizons through a comprehensive management education, facilitating a smooth transition into diverse domains or roles.
- **Mid-career professionals** and evolving managers desiring to refine their managerial skills and cultivate leadership qualities to thrive in dynamic corporate environment.
- **Entrepreneurs and small business owners** seeking to harness innovative management frameworks and cutting-edge business methodologies to steer their ventures towards sustained success and enduring relevance.



Programme Directors

Sudershan Kuntluru is a faculty in the Finance and Accounting area. He specialises in teaching financial accounting, financial reporting & analysis and strategic financial management to executive participants. His research interests include impact of accounting reporting on capital markets, auditor independence and corporate governance. He currently researches on forensic accounting related topics. He has published his research work in finance and accounting journals.



Prof. Sudershan Kuntluru

Professor Finance,
Accounting and Control

Praveen Sugathan specialises in the firm-customer interfaces which are facilitated by new technologies and media. His past research includes investigating customer responses after co-creation, how customers spread and engage with word-of-mouth. He currently researches in revival of creative industries. Most of his research are published in top 10 marketing journals.



Prof. Praveen Sugathan

Associate Professor,
Marketing Management

Note: Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.

Programme Modules

Module 1: Foundations Of Management

- Principles of Management

Module 2: Economics For Business

- Micro Economics
- Macro Economics

Module 3: People Management

- Micro Organisational Behaviour
- Macro Organisational Behaviour

Module 4: Financial Analysis And Management

- Understanding of Financial Statements
- Analysis of Financial Statements
- Cost Volume Profit Analysis
- Time Value of Money and Cost of Capital
- Capital Budgeting
- DiFi, Block Chain Technology, etc.

Module 5: Operations And Supply Chain Management

- Supply Chain Management
- Service Operations
- Project Management
- Lean Systems
- Industry 4.0

Module 6: Marketing Management

- Understanding Consumer
- Competition Analysis
- Product and Brand Management
- Marketing Strategy
- Digital Marketing

Note:

- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the overall program needs.
- Schedule will be announced closer to programme start.
- The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme. Emeritus or the institute does not guarantee availability of any session recordings.

Programme Modules

Module 7: Strategic Management

- Strategic Framework
- Business Models
- Strategy Management and Implementation

Module 8: Business Leadership

- Negotiation Skills
- Business Law
- Corporate Governance

Module 9: Digital Transformation

- Managing Digital Transformation
- ML, AI, Big Data and IoT – Applications to Business
- Digital Business Models
- Managing Platforms
- Cybersecurity
- Generative AI

Module 10: Business Analytics

- Statistical Methods for Decision making
- Advanced Analytics
- Data Visualisation

Module 11: Design Thinking

- Design Thinking Framework
- Design Thinking for Products & Services
- Design Thinking & Innovation

Note:

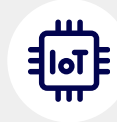
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- Schedule will be announced closer to programme start.
- The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme. Emeritus or the institute does not guarantee availability of any session recordings.

Masterclasses

Managing Digital Transformation



ML, AI, Big Data and IoT – Applications to Business



Digital Business Models



Managing Platforms



Generative AI Business Applications



Note:

- Masterclasses will delve into emerging themes, fostering a deeper understanding that extends beyond the core programme content.
- The session-slot for the masterclasses will depend on availability of the Industry Expert.
- Masterclasses shall be optional to attend.

Business Excellence Redefined



Holistic Curriculum

From management fundamentals, financial viability, strategy, leadership and analytics to innovative thinking, this programme truly makes you market-ready in today's data-driven, tech-centric dynamic business world. The pedagogy involves usage of real-world case studies, industry-ready modules and tools. Participants will benefit from the hands-on projects and assignments.



Capstone Project

The curriculum involves a business plan project that serves as a culminating academic and intellectual experience for participants. Participants will work in groups to complete the deliverables that are framed to equip the participants with market ready assignments.



Simulation

The business simulation used in the programme help the participants to apply many of the management concepts in a simulated environment. The simulation acts a self-learning tool to experiment different management concepts.



Campus Immersion

Engage in interactive sessions with renowned faculty, network with peers, and experience the vibrant campus life, participants gain valuable insights and build lasting connections. Foster personal and professional growth while solidifying the knowledge gained throughout the programme.

Note:

-Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

- Schedule will be announced closer to programme start.

- The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme. Emeritus or the institute does not guarantee availability of any session recordings.

Programme Certificate

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



Note:

- The certificate shown above is for illustrative purposes only and may not be an exact prototype of the actual certificate.
- IIM Kozhikode reserves the right to change the certificate and specifications without notice.
- All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.
- We encourage you to attend all the live sessions and make the best out of these interactive learning experiences. The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme. Emeritus or the institute does not guarantee availability of any session recordings.

IIM Kozhikode Executive Alumni Status

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Note: The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

Learning Outcomes



Deepen your knowledge in key business areas

Gain expertise in specific areas such as marketing management, digital marketing, project management, and digital transformation.



Develop your leadership skills

Enhance your communication, collaboration, and negotiation skills to lead teams effectively and influence stakeholders.



Learn to leverage design thinking

Utilise design thinking principles to understand user needs and develop creative solutions.



Build a strong network

Connect with fellow professionals and alumni from diverse backgrounds.



Upgrade your Career

Get equipped with the frameworks, skills to hone and develop leadership competencies to thrive in an evolving marketplace and gain a competitive career edge.

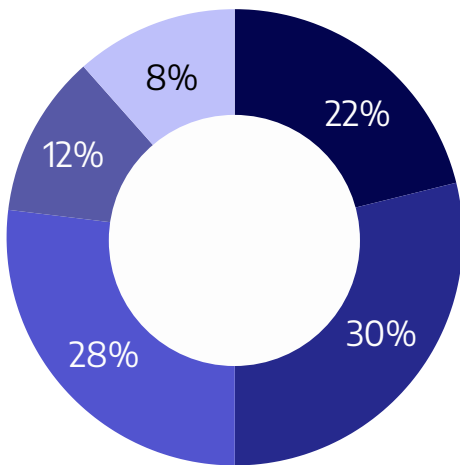


Become a more effective leader

Develop a mindset for innovation and the application of design thinking principles.

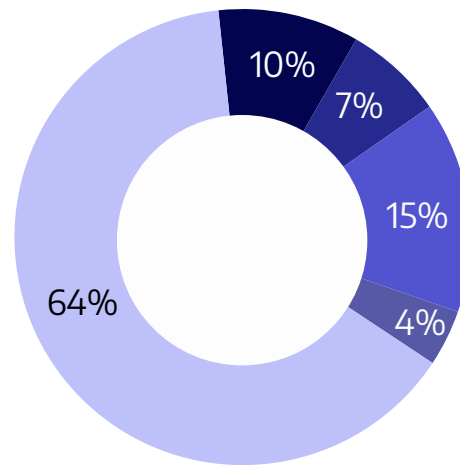
Profiles of Past Participants

Work Experience



- 0-5 Years
- 6-10 Years
- 11-15 Years
- 16-20 Years
- 21+ Years

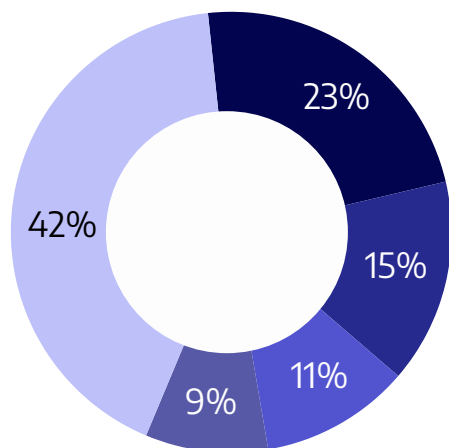
Industry



- Banking & Financial Services
- Pharmaceuticals & Healthcare
- IT & Services
- Education & Edtech
- Others*

* Others include Manufacturing, Telecommunications, Retail, Real Estate, Logistics & Supply Chain etc.

Job Functions



- Information Systems & Technology **23%**
- Business Development/Sales **15%**
- Engineering **11%**
- General Management **9%**
- Others* **42%**

* Others include HR, R&D, Legal, Operations etc.

Testimonials of Past Participants



V Ajay Kalyan

Senior Trainer (Leadership Development)

“GMPBE is a well thought out programme from IIMK, it gives the participants a complete overview of what a leader should aware of once he gets to a leadership role -the live lectures ,case studies, simulations and capstone project. Very much happy with the programme and how it shaped my thought process, support from Emeritus was amazing.”



Shabish Vijayarajan

Controller Quality Assurance

“The Business simulations were a great learning aid and it has helped me to evaluate learnings and better understand the implications of our strategic decisions. The subjects and modules were apt to make it a complete package.”



K P Veerendra Kumar

General Manager

“All the programme modules covered are related to the daily work culture and corporate requirements. It helped me to not only understand the concepts better but also improve my overall skills. All the tools used for session were excellent.”

Testimonials of Past Participants



Megha Patil

Assistant Manager- Training and Development Emeritus

“ In my 10 months of journey with IIM Kozhikode, I've gained in-depth knowledge and practical skills in people management, strategic management, and digital transformation, to name a few. The comprehensive curriculum and hands-on exercises have enriched my understanding of Business Leadership. I'm eager to apply the knowledge and skills I've acquired to my current role and upcoming projects. I want to thank the Indian Institute of Management, Kozhikode faculty members, for their guidance and support throughout this learning journey. ”



Satyajit Auddya

Manager - Sales Manager
TATA Capital Housing Finance Ltd

“ I am happy to complete General Management Programme in Business Excellence from IIM Kozhikode. The hands-on learnings with comprehensive curriculum have enriched my learning on the multiple facets of management. I am grateful to the faculty for always solving out doubts and expand our learnings beyond the classroom. ”



Sandeep Chandrakar

IT Program Manager / Senior Scrum Master
Infosys

“ I am grateful to IIM-K MDP Program Director's Mr. Sudershan Kuntluru & Mr. Praveen S Chandu and IIM-K Professors Mr. Ashok Thomas, Mrs. Sony Thomas & all IIM-K Faculty members and other support staff members for their valuable teachings, guidance & support during the 10 months Programme. ”

Testimonials of Past Participants



Suresh Thiyagarajan

Director UX Design
Impiger Technologies

“ The General Management Programme for Business Excellence at IIM-K has been a transformative experience. This programme has provided me with a solid foundation in key areas like Strategic Thinking, Operational Excellence, Financial Acumen, and more. I am deeply grateful to the esteemed faculty at IIMK, my fellow participants, and my Capstone project team for their invaluable contributions. I wholeheartedly recommend this programme to anyone looking to enhance their managerial skills and knowledge. ”



Krishnakali Chakrabarti

Regional Sales Head
Dexian

“ I'm thrilled to have earned my General Management Programme for Business Excellence certification from the prestigious Indian Institute of Management, Kozhikode! The learning experience was exceptional, thanks to the brilliant IIM faculty, the support from Emeritus India, and the camaraderie of my fellow learners. I highly recommend this programme to anyone looking to enhance their management skills and knowledge. ”



Abhijeet Kar

Regional Sales Manager
- Asia

“ The overall module selection is decent enough to give a thorough idea about the general management. After the completion of this program, I have a better understanding of core and basic requirements to run an organisation. ”

Programme Details

Programme Fee:	INR 2,48,500 + GST
Application Fee:	INR 2,000 + GST

Academic Orientation: **May 03, 2025**

Note:

- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
- The actual programme schedule will be announced closer to the programme start. As of now, the first academic session will be conducted on May 10, 2025.
- Please note that this programme includes a 3-day Campus Immersion that is scheduled towards the end of the programme.
- GST (currently @ 18%) will be charged extra on these components.
- Instalment payment options available.
- Additional convenience charges will be applicable on instalment payments.
- For detailed information on instalment payments reach out to your programme advisor.
- The school will be providing study materials in an electronic format. In case if participants needs a physical copy, they will have to bear the international courier charges.

Programme Schedule

● **Live Online Sessions**
└ Saturday, 9:00 AM to 12:00PM

● **Attendance**
└ Minimum 75%

Note:

- The actual programme schedule will be announced closer to the programme start.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances.
- The primary mode of learning for this programme is via live online sessions with faculty members. The recorded videos and learning material will be available throughout the duration of the programme. Emeritus or the institute does not guarantee availability of any session recordings.



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

✓ **10th & 12th Class Marksheets**

Coloured copies of the 10th and 12th class mark sheets are required.

✓ **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

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.



#4

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

APPLY NOW

Refer your colleague and earn benefits

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



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