



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*

Strategic synergy for senior success

# STRATEGIC MANAGEMENT Programme for CXOs



**Live Online + Campus Immersion | 10 Months**

Duration: 10 Months | Live Online | ₹4,90,000 + GST



# The IIM Kozhikode Advantage

## From the Directors Desk

IIM Kozhikode has designed the Strategic Management Programme for CXOs with the main idea of defining and implementing a company's long-term goals and objectives. It involves analysing the organisation's internal and external environment, developing a strategic plan, and allocating resources to achieve the desired outcomes. 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.

Prof. Debashis Chatterjee,  
Director, IIM Kozhikode



# CxO Powerplay

## Upskill for Impact

In today's fast-changing business landscape, the C-suite's role is more vital than ever. A McKinsey study reveals 87% of executives feel unprepared for future challenges, while only 41% of companies meet strategic goals, according to PwC. To navigate these uncertainties, 93% of leaders agree that upskilling is crucial. IIM Kozhikode's Strategic Management Programme for CxOs equips them with the skills, insights, and tools to enhance strategic thinking, understand market dynamics, and excel in execution, empowering them to lead their organisations to success.

### This programme is for

**Business Leaders & Aspiring CXOs** who aim to elevate their strategic thinking and enhance their leadership skills to meet the demands of a rapidly changing business environment.

**Entrepreneurs** that need to learn the overall strategy required for positioning their organisation for success. This would include knowing the major support and driving functions of the business namely, **Sales, Marketing, Operations, HR and Tech.**

## What skills you would acquire?

### Think Like a C-Suite Leader

Adopt a C-Suite mindset by developing C-suite level business acumen. Learn to prioritize future readiness while building resilient and well-ordered business practices that are essential for sustainable growth.

### Enhance Your Knowledge & Skillset

Stay relevant in the ever-evolving business landscape. Gain insights into contemporary technologies and methods to tackle business complexities. Learn to navigate technological disruptions, implement speed-to-market strategies, and develop leadership skills to drive high-performing teams.

### Learn Among Future & Present CXOs

Engage in peer learning and network with current and aspiring C-Suite professionals. This interaction provides an excellent opportunity to broaden your horizons and expand your professional network.





# Lead with Vision, Not Just Experience

## **Bring in a Fresh Perspective**

Distinguish yourself by combining traditional competence with modern methods to enhance effectiveness, creativity, and growth. This approach allows you to lead with innovation and impact.

## **Make Informed Decisions Across Functions**

Develop the ability to make informed decisions by integrating digital and engineering operations management. Strengthen your strategic competencies to optimize business performance across various functions and stages.

## **Sync with Fellow Leaders**

Cultivate strong relationships with key leaders within your organization to foster collaboration and stimulate innovation at the top levels. Building these connections is crucial for enhancing teamwork and driving organisational success.

## **Eligibility Criteria:**

10 years of professional work experience\* with a diploma (10+2+3 or 10+3) or bachelor's degree from a recognised university.

**\*Internships and training do not count as full-time experience**

## **Admission Criteria**

The selection will be based on the candidate's corporate nominations and retail applications with credentials. Final selection of participants will be solely done by IIM Kozhikode.

# Why choose this programme?

Feature	Strategic Management Programme for CXOs (Batch 03)	Generic Strategic Management Programmes
Target Audience	C-Suite Officers (CXOs) and mid to senior-level executives	General managers and professionals with strategic responsibilities
Curriculum Focus	Tailored to the specific needs and challenges of CXOs and Senior leadership, with a focus on strategic thinking, organizational transformation, and leadership development.	Provides a broader overview of strategic management concepts, with a focus on strategic planning and decision-making.
Content Depth	In-depth coverage of strategic topics, including cybersecurity, technology, leadership, and corporate accountability, with a focus on practical applications.	May provide a broader overview of strategic concepts but may lack the same level of specialization and depth tailored to CXOs.
Case Studies and Examples	Case Studies Designed from the live experience of the Faculty, tailored for C-Suite, C-Suite Aspirants and Senior leaders	May include general case studies that may not be as directly applicable to CXOs.
Faculty Expertise	Features faculty members with specific expertise in strategic leadership, organizational transformation, and other areas relevant to CXOs.	May feature faculty members with a general background in strategic management.
Peer Networking	Provides opportunities for CXOs and Senior Leaders to network with peers and learn from their experiences.	May offer networking opportunities, but the focus may be less on peer-to-peer learning among CXOs.
Practical Applications	Emphasizes practical applications of strategic concepts to real-world challenges faced by CXOs.	May focus on theoretical concepts with limited emphasis on practical applications.
Tailored Approach	Specifically designed to meet the unique needs and challenges of CXOs.	May not be as tailored to the specific needs of CXOs.

# Programme Highlights



**Weekend  
Sessions**



**Tailored  
Curriculum**



**Campus  
Immersion**



**Capstone  
Simulations**



**AI and Data Science  
for Leadership**



**Real-World  
Business Cases**



**Business Analytics  
for Leaders**



**Peer Learning  
Opportunities**



**IIM Kozhikode Executive  
Alumni Status**



**Expert Faculty from  
IIM Kozhikode**

# Learning Outcomes

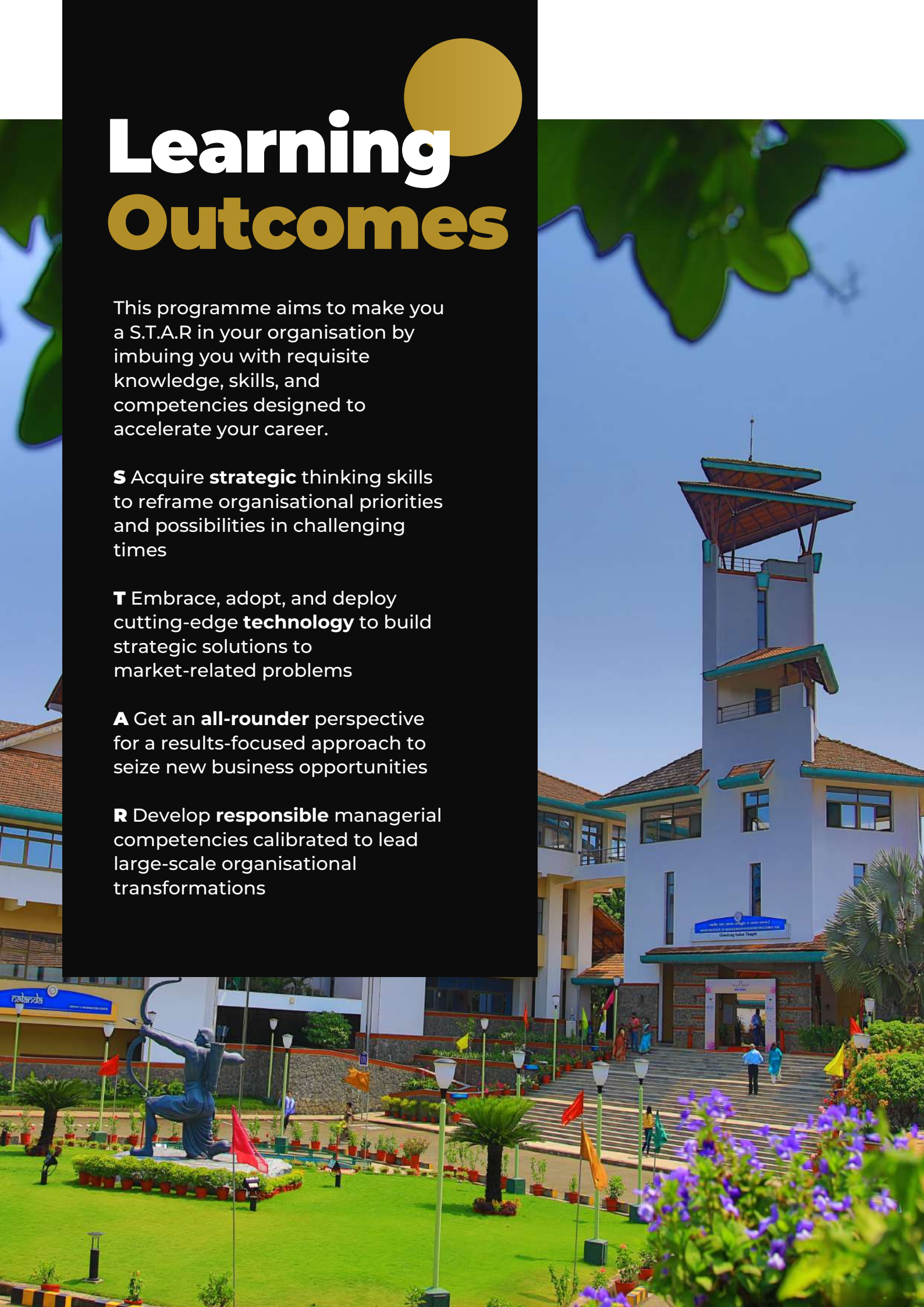
This programme aims to make you a S.T.A.R in your organisation by imbuing you with requisite knowledge, skills, and competencies designed to accelerate your career.

**S** Acquire **strategic** thinking skills to reframe organisational priorities and possibilities in challenging times

**T** Embrace, adopt, and deploy cutting-edge **technology** to build strategic solutions to market-related problems

**A** Get an **all-rounder** perspective for a results-focused approach to seize new business opportunities

**R** Develop **responsible** managerial competencies calibrated to lead large-scale organisational transformations







# The S.T.A.R Curriculum

## Strategic Thinking

### **Business Environment – Trends and Analysis**

- Global Market Dynamics
- Industry and Competitive Analysis
- Economic Indicators and Forecasting
- Technological Innovations Impact

### **Business Planning & Risk Management**

- Strategic Planning Processes
- Risk Identification and Mitigation
- Business Continuity and Resilience Planning
- Scenario Planning

### **Corporate Strategy and Growth Management**

- Formulating Corporate Strategies
- Mergers and Acquisitions
- Strategic Alliances and Partnerships
- Business Diversification Strategies

### **Innovation & New Economy Business Models**

- Fostering Innovation
- Disruptive Business Models
- Digital Transformation Strategies
- Sustainability and Social Innovation

## Technology Embracement

### **Data Science and Analytics for business decisions**

- Understanding big data and its business applications.
- Tools and techniques in data science for strategic decision-making.
- Leveraging predictive analytics for forecasting and trend analysis.
- Ethical considerations and data governance.



## **Artificial Intelligence and Virtual Organization**

- Principles and applications of AI in business.
- AI's role in optimizing operational efficiency.
- Building virtual organizations and remote work strategies.
- Ethical and societal impacts of AI.

## **Digital Transformation**

- Strategies for leading digital transformation initiatives.
- Integrating digital technologies into business processes.
- Building a digital culture and managing change.
- Evaluating the impact of digital transformation on business models.

## **Cybersecurity and Information Management**

- Understanding cybersecurity risks and strategies.
- Best practices in information management and data protection.
- Legal and regulatory aspects of cybersecurity.
- Building a resilient cybersecurity infrastructure.

## **Technology Leadership and Innovation**

- Leadership skills for driving technological innovation.
- Fostering a culture of innovation within organizations.
- Identifying and investing in emerging technologies.
- Navigating challenges in technology adoption and change management.

# **All-round Business Understanding**

## **Customer Experience and Brand Engagement**

- Understanding customer journey and touchpoints.
- Strategies for building and sustaining brand engagement.
- Leveraging digital channels for customer experience enhancement.
- Measuring and analyzing customer satisfaction and feedback.

## **Agile Projects & Operations**

- Principles of Agile methodology and its business applications.
- Agile project management tools and techniques.
- Streamlining operations for agility and efficiency.
- Balancing agility with risk management in project execution.

## **Profit Planning & Corporate Finance**

- Fundamentals of financial planning and analysis.
- Strategies for profit maximization and cost management.
- Corporate investment and financing decisions.
- Risk assessment and management in financial planning.

## **Managing & Leading Teams**

- Leadership styles and their impact on team dynamics.
- Effective communication and conflict resolution in teams.
- Building high-performing teams and talent management.
- Promoting innovation and creativity within teams.

# **Responsible Leadership**

## **Organization Development & Change Management**

- Strategies for effective organization development and growth.
- Leading and managing change in dynamic business environments.
- Building a resilient and adaptive organizational culture.
- Implementing change while ensuring employee engagement and wellbeing.

## **Corporate Leadership and Accountability**

- Ethical decision-making and leadership integrity.
- Accountability mechanisms in corporate governance.
- Role of leaders in shaping corporate culture and ethics.
- Legal and ethical responsibilities of corporate leaders.

## **Corporate Social Responsibility and Sustainable Practices**

- Developing and implementing CSR strategies.
- Integrating sustainability into business operations and practices.
- Measuring and reporting on social and environmental impact.
- Ethical supply chain management and fair-trade practices.

## **Corporate Reputation & Crisis Management**

- Building and maintaining a strong corporate reputation.
- Strategies for effective crisis management and communication.
- Risk assessment and reputation risk management.
- Post-crisis recovery and reputation rebuilding strategies.

## **Inclusive Leadership and Diversity**

- Fostering inclusivity and diversity in leadership and teams.
- Addressing biases and promoting equity in the workplace.
- Developing global leadership competencies for diverse environments.
- Creating an inclusive organizational culture

# **Leadership, Strategy and Execution**

- Capstone Leadership Module
- Capstone Simulation



# Pedagogy & Programme Delivery

The teaching approach will be highly interactive taking advantage of the technological benefits. Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone. The learning methodology is at the discretion of IIM Kozhikode which will include but is not limited to:



Live Lectures



Simulations



Case Studies



In-Class Exercises

## Assessment & Evaluation

Evaluation methodology is the discretion of the faculty. The methodology includes online and is not limited to:



Exams



Case analysis



Class contribution



Projects



and any other component as decided by the faculty

The programme may require participants to work on Individual and group assignments. 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.

# Achieve Excellence

- **Achieve Excellence:** Participants who excel in the evaluation and meet the attendance requirements will be honored with a prestigious 'Certificate of Completion'.
- **Earn Recognition:** Those who meet attendance but fall short in evaluations will receive a valued 'Certificate of Participation'.
- **Join an Elite Network of Leaders:** Successful graduates will be distinguished with IIM Kozhikode Executive Alumni status, marking their entry into an esteemed professional network.



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



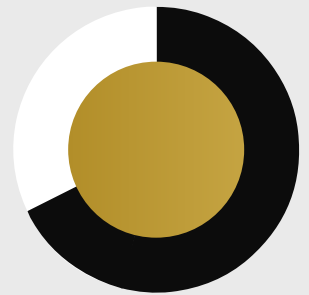
# Past participant profiles

## Top Grades

Vice President  
Assistant Vice President  
Director  
General Manager  
Head

## Work Experience

- 15+ years – 70%
- 10-15 years – 30%



## Past participant worked



## Live the campus life

As we approach the culmination of our transformative journey, we invite you to participate in an exclusive three-day campus immersion at IIM Kozhikode. This immersive experience is designed to further enrich your learning, foster meaningful connections, and inspire new perspectives.

Please note that the on-campus modules are subject to prevailing circumstances, including pandemic-related protocols or unforeseen circumstances. In the unlikely event that the on-campus module is not feasible due to COVID-19 restrictions, we will seamlessly integrate the sessions into our online curriculum, ensuring a seamless and uninterrupted learning experience.

## Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.

# Programme Coordinator

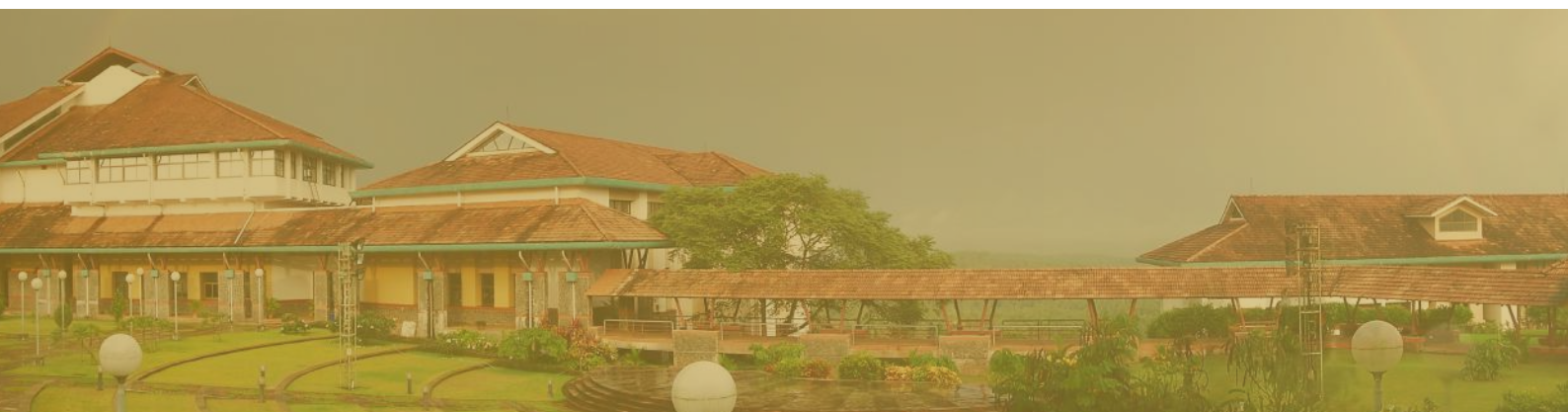


**Prof. Rajesh Srinivas Upadhyayula**

Professor – Strategic Management

Rajesh S. Upadhyayula is a Professor in Strategic Management and Dean (Programmes). He has an eclectic experience spanning academia, industry, and non-governmental sectors. He is a post-graduate from IIFM Bhopal and a PhD from the Indian Institute of Management, Ahmedabad. His topic of research was examining how networks help IT firms (within and outside clusters) build capabilities. He was a recipient of the prestigious Infosys Fellowship for his doctoral dissertation. During his doctoral programme, he spent 3 months at the Institute of New Technologies, United Nations University, Maastricht, Netherlands. He was a Visiting Scholar to University of Sydney, Australia.

His works (along with co-authors) were recognised at many national and international conferences. He was also a speaker at various events and has also extensively taught at MDP Programmes including facilitating sessions for senior leadership for companies such as Bosch India Limited, Star TV, etc. Before joining IIM Kozhikode, Rajesh worked as Manager, Think Tank, a strategic planning wing at Tata Consultancy Services. His current research interests are in the areas of firm choice in multiple clusters, internationalisation strategies of offshore service providers, emerging market multinationals and corporate governance.



# Programme Coordinator

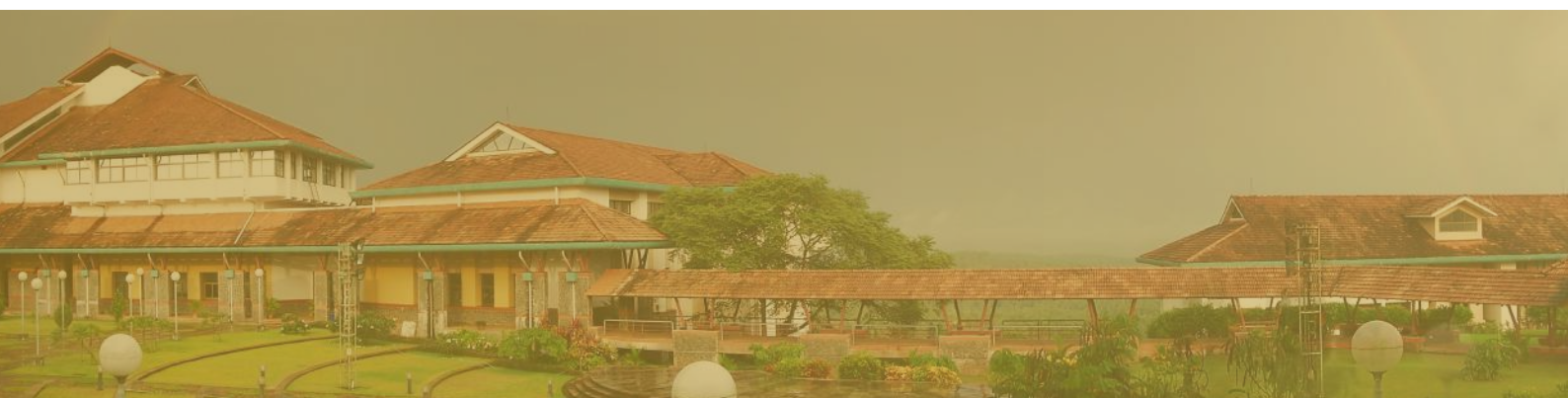


**Dr. Kamal Kishore Sharma**

Fellow of IIM Ahmedabad

Dr. Kamal Kishore Sharma, a Fellow of IIM Ahmedabad, offers CXOs over 36 years of rich and varied leadership experience gained across public sector giants (SAIL), the Indian Civil Services, and global corporations like ArcelorMittal NV. His proven strategic capabilities have been honed through leadership roles ranging from CEO of an MNC subsidiary and Vice Chancellor to senior government positions.

Dr. Sharma brings a unique perspective shaped by his involvement in diverse organizational contexts, including multinational operations, mergers and acquisitions, and the development of greenfield and existing business units across India and the Eurasian region. His insights into strategy, entrepreneurship, leadership, corporate governance, international business, M&A, and sustainability are further enriched by his entrepreneurial endeavors in social impact startups. Dr. Sharma is a compelling educator and speaker who leverages experiential learning to empower executive leaders.



# Programme fee

Particulars	Amount (₹)*
Total Fee**	4,90,000

**Note:**

\*Taxes will be added as applicable.

\*\*All fees will be collected by BCCL.

This is with reference to the refund of the processing fee. Please note that the processing fee shall not be refunded in the following circumstances:

- In case 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.

## Instalment Schedule

Instalment	Instalment Date	Amount (₹)*
I	To be paid at the time of Registration	15,000
	To be paid within one week of offer roll-out date	1,35,000
II	10 <sup>th</sup> December, 2025	1,15,000
III	10 <sup>th</sup> March, 2026	1,20,000
IV	10 <sup>th</sup> June, 2026	1,05,000
Application closure date		<a href="#">Refer to website</a>
Programme Start Date		28 <sup>th</sup> September, 2025
Programme End Date		July, 2026

**APPLY NOW** 



# Our past Cohort



**Jayshree J**

**Associate Director  
Sustainanytics**

I am honored to write this testimonial for the Strategic Management Program for CXOs (IIMK SMPCXO) at IIM. The curriculum is meticulously crafted, blending theoretical knowledge with practical application, and is delivered by professors who are not only highly knowledgeable but also genuinely invested in the intellectual growth of their students. Their expertise and thoughtful approach to teaching have greatly enriched my educational experience, inspiring me to delve deeper into the field of Strategy, AI/ML, Finance and Data Analytics for future.

My eagerness to learn and enhance my business management skills drove me to this program. It's a privilege to be part of IIM-K. The IIMK MDP for Strategic Management for CxO is a well defined management program, which is carefully curated by the senior professors of the esteemed institution. This platform has given me a very different perspective to approach the challenges in the corporate world and prepares me for the sr. leadership role in the future. Sessions from some of the brilliant Sr. Professors from the IIMK really adds great value to this program and to my personal development.



**Prasenjit Niyogi**

**Audit Director, Global Operations  
London Stock Exchange Group**



# Creating leaders of tomorrow

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 Indian Institute of Management Kozhikode (IIMK) has continued its upward trajectory in global rankings, securing a career-best #141 position in the QS World University Rankings by Subject 2025 for 'Business & Management Studies' Category. This marks a notable improvement from last year's 151-200 range and a significant leap from its initial ranking in the 401-500 range in 2021. 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 29-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. It further improved its position by 9 spots to reach Global Rank #68 in 2024. 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.





Established in 2013, TimesPro is a leading Higher EdTech platform dedicated to advancing the career prospects of driven learners by equipping them with essential skills for success in a competitive environment. TimesPro's programmes are thoughtfully designed to align with rapidly evolving industry demands and integrate cutting-edge technology, making them both accessible and affordable.

In partnership with top-tier institutions like the IIMs and IITs, TimesPro delivers executive education initiatives. TimesPro offers a wide range of educational programmes across various industries and age groups, including certificate, diploma, and degree programmes primarily in management and technology. These programs are a blend of esteemed academic content and real-world industry expertise, which significantly enhance the career trajectories of participants.

Additionally, TimesPro collaborates with leading organizations across multiple sectors in India to provide upskilling and reskilling solutions, thus boosting employability and building a robust workforce.

As an initiative of The Times Group, TimesPro is committed to redefining higher education through innovative use of technology, setting new standards in the educational landscape.

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