



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



## Professional Certificate Programme in Managing Business Strategies for Sustained Growth and Profitability

- » Batch  
First
- » Duration  
1 year
- » Class Start  
Sunday, 09 February 2025
- » Class Days/Timing  
Sundays from 09.00 a.m. to 12.00 p.m. IST



# » OVERVIEW

The Indian Institute of Management Kozhikode, renowned for its academic excellence and innovative approach, is proud to present the Professional Certificate Programme in Managing Business Strategies for Sustained Growth and Profitability. This elite course is carefully designed for progressive professionals who are responsible to effectively manage and successfully grow a business in an ever changing, uncertain and dynamic environment. In a landscape where adaptability and agility are key, this programme conceived by distinguished faculty and industry veterans offers an immersive experience that seamlessly blends theoretical knowledge with practical insights.

## **Participants enrolling for this programme can expect to**

- Gain deeper and comprehensive understanding of key business principles and concepts - a much needed refresher for any aspiring leader.
- Develop strategic thinking skills to identify and capitalize on business opportunities.
- Learn how to create and implement effective business strategies for long-term growth and profitability.
- Gain insights into consumer behaviour and modern marketing strategies and learn how to develop and execute effective sales plans.
- Develop critical leadership qualities needed to inspire, manage and lead teams effectively.
- Understand how to manage change and foster a culture of continuous improvement.
- Navigate through the challenges of a complex business environment and learn how to devise and implement appropriate business strategies to ensure growth and profitability.
- Comprehend how to integrate sustainability into business strategies.

**This programme is custom designed for aspiring leaders and mid to senior level business professionals who are keen to remain highly successful in their professions and foster a deep desire to contribute to their organizations.**



# » PROGRAMME HIGHLIGHTS



## COMPLETION CERTIFICATE

Opportunity to earn a Certificate of Completion from IIM Kozhikode, ranked #3 among Management schools in India by NIRF 2024.



## CAMPUS EXPERIENCE

Participate in 2 In-Campus immersion modules of 2 days each providing participants the opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India, set amidst lush green hills and surroundings.



## EXECUTIVE ALUMNI STATUS

Upon successfully clearing the evaluation requirements of this programme, participants qualify for the Executive Alumni status from IIM Kozhikode.



## NETWORKING OPPORTUNITIES

Connect with like-minded professionals, industry experts and peers, expanding your professional network, exchanging ideas, sharing knowledge, fostering a rich learning environment and opening up new career and collaboration opportunities.



## WORLD-CLASS CASE STUDIES

Case studies sourced from the world's top repositories are incorporated into the programme, allowing participants to delve into real business challenges and strategies employed by leading global companies. This approach not only provides practical insights into successful business strategies but also throws light on common pitfalls to avoid and encourages critical thinking and problem-solving skills.



### LEARNING BY DOING

Acquire practical knowledge through hands-on exercises, tools, and simulations that can be immediately applied to your business or professional role to aid in decision making, mitigate risks, predict outcomes and improve efficiency and effectiveness.

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### BUSINESS CRITICAL SKILLS

Learn critical skill and strategies required to manage profitability and sustained growth to ensure long-term success, competitive advantage, financial stability, and efficient resource utilization.

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### EXPERT-LED LECTURES

Lectures from esteemed faculty and industry experts, providing participants with foundational knowledge as well as current trends and insights from the business world. These lectures are not just informative but also thought-provoking, inspiring participants to think beyond conventional boundaries.



# » SYLLABUS

## 1 UNDERSTANDING BUSINESS

- Existing and Emerging Business Models
- Environmental Dynamics
- Impact of Digitization & Digital Transformation
- Businesses Sustainability

## 2 MARKETING & SALES

- Knowing What to Sell and Who to Sell It To
- Competition and Challenges
- Demand and Sales Forecasting
- Product Analytics
- Digital Marketing
- Sales and Distribution
- Branding and IMC

## 3 HUMAN RESOURCES

- HR Framework and Alignment to Business Goals
- Talent Acquisition
- Managing Productivity and Performance
- Talent Retention and Development

## 4 OPERATIONS AND SCM

- Operations Strategy
- Continuous Improvement vs BPR
- Project Management
- Supply Chain Strategy and Design
- Supply Chain Coordination
- Sustainable SCM
- Operations and Supply Chain Analytics

## 5 DATA AND ANALYTICS

- Understanding Data
- Classification
- Descriptive, Predictive and Prescriptive Analytics
- Data Visualization

## 6 STRATEGIES FOR GROWTH

- Market Expansion
- Diversification
- Internationalization
- Joint Ventures, Mergers and Acquisitions

## 7 STRATEGIC PROCESS

- Defining The Correct Problem Statement
- Strategy Formulation
- Evaluating Alternatives
- Strategy Implementation
- Measure Effectiveness
- Change Management

## 8 BUSINESS FINANCE FOR PROFITABILITY

- Interpreting a P&L
- Managing Levers of Profitability
- Methods to Managing Cash Flow
- Leveraging Fintech
- Innovative Financing Strategies

## 9 LEADERSHIP FOR GROWTH AND SUSTAINABILITY

- Leadership for Complex Business Environment
- Innovation and Agility for Effective Leadership
- Negotiation and Exerting Influence
- Conflict and Crisis Management
- Driving Transformations and Collective Success

# » IN-CAMPUS IMMERSION

The dates for the 2 In Campus immersion of 2 days each to be held at IIM Kozhikode will be communicated in due course. Attendance to the in-campus module is **MANDATORY** for all participants. The in-campus modules are subjected to the conditions that prevail at the point of time. In case the in-campus immersion cannot be held due to some unavoidable compulsions, adequate alternate options will be made available via online sessions.



# » DIRECTOR'S MESSAGE

## From The Director's Desk

Businesses today have transformed dramatically compared to a decade ago. At IIM Kozhikode, our programmes, crafted by world-class faculty with cutting-edge thought leadership and industry insights, empower participants to navigate complex business challenges with confidence and informed decision-making.

As we celebrate our 28-year journey of academic excellence, our growing global presence, recognized and accredited by leading institutions worldwide, attests to our commitment to growth. It's important to acknowledge that both our past and future play crucial roles in our ongoing journey. A visionary outlook is not merely aspirational; it is essential for providing our institution with purpose, direction, and imagination.

That's why we are committed to contributing to India and the world through our initiative, 'Vision 2047: Globalizing Indian Thought'. The scale and potential impact that India will have on 21st-century business drive this legitimate aspiration.

At the core of management is the ability to motivate a team to perform at its peak while balancing the diverse expectations of its members. To harness this dynamic, we are excited to introduce the Professional Certificate Programme in Managing Business Strategies for Sustained Growth and Profitability. This programme is designed to empower current and future business leaders to maximize performance while fostering a happy workforce.

Enriched with topics like Marketing and Sales, Brand Management, HR Management, Business Strategies and Supply Chain Management, our holistic and intensive curriculum aims to shape the exceptional leaders of tomorrow.

Wishing you all the very best!

*Debashis Chatterjee*

**Prof. Debashis Chatterjee**

Director,  
Indian Institute of Management Kozhikode



# » FACULTY

## Programme Directors



**Prof. Anandakuttan B Unnithan**  
Professor, Marketing Management

Prof. Anandakuttan B. Unnithan obtained his PhD degree in Marketing from Cochin University of Science and Technology, Kochi, Kerala. His career as a business educator, researcher and administrator has spanned over two decades. Prof. Anandakuttan has previously served IIM Kozhikode as Dean and was instrumental in the launch of new programs such as EPGP-Kochi, PGP-BL, PGP-LSM, and PGP-Finance. His research interests include consumer behavior, services marketing, and advertising. His publications have appeared in leading journals in marketing, advertising, and other business disciplines. He has consulted with major corporations and government agencies and is actively engaged in executive education and management development programmes.



**Prof. Salman Ali**  
Associate Professor, Strategic Management

Prof. Salman Ali obtained his doctorate from IIM Ahmedabad, specializing in the domain of Strategic Management and International Business. His areas of research encompass fields such as internationalization and re-internationalization of firms, global tourism and sustainable development, as well as digital transformation strategies. He has travelled extensively around the world, having visited over 25 countries spanning 6 continents, and has over 15 years of industry and academic expertise, including roles such as Assistant Professor at IIM Raipur and IIM Shillong, and Branch Director at Universal Business Links India (a franchisee of UBL United Kingdom). Prof. Ali has also made significant contributions to organizations such as CERA Sanitaryware Ltd, India and OCE Group, The Netherlands, through consultancy projects.



# » PEDAGOGY

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The course participants will engage in a vibrant mix of discussion-based lectures, workshops, real-world case studies, and simulations. The participants connect with a professional network, fostering relationships beyond the classroom. IIM Kozhikode faculty, celebrated for their academic and industry expertise, will guide, challenge, and inspire throughout the journey.

Upon completion, the participants will receive a certificate of completion from one of India's premier business schools and a profound understanding and practical skills in developing and implementing strategies for growth and profitability. This certification is more than an academic achievement; it's a testament to your readiness to lead and innovate in the ever-evolving business landscape.

All enrolled students will also be provided access to Veranda's Cloud LMS through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via the Cloud LMS to raise questions and clear doubts.

# » ELIGIBILITY

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- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 15 Years of work experience in a supervisory role at the time of applying for this programme.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- Minimum of 5 years overall work experience preferably in a managerial position.

# » WHO SHOULD ATTEND

- Business, Functional and/or Managers who aspire to or are expected to move into higher echelons of management.
- Working professionals with considerable experience in their respective domains keen to broaden their horizons, scale their operations and improve profitability through effective management strategies.
- Business Heads, Leaders and Practicing managers responsible for strategic planning and decision-making who wish to enhance their understanding of sustainable growth and profitability strategies.
- Entrepreneurs and business owners who desire to gain a strong foundation and practical skills across different aspects of business management and strategy.

# » FEATURES



#### Live and Synchronous Learning

Live and synchronous instructor led classes imparting interactive and real time learning from eminent faculties from IIM Kozhikode



#### Convenient Class Schedule

Live classes are scheduled to suit working professionals.



#### Practice Based Learning

Gain practical knowledge through case study discussions, class exercises, individual or group activities and peer to peer interactions.



#### Learn from the Best

Lectures imparted by eminent faculty from IIM Kozhikode.



#### On Campus Visit

Visit IIM Kozhikode's breathtaking oxy-rich campus to attend in person classes and network with your faculty and fellow participants.



#### Access to Recorded Sessions

Subsequent to the live synchronous classes, participants can access the recorded sessions for review and revision as and when needed.



#### Financing Options

Speak to our academic counsellors to know more about the loan and financing options offered by multiple Finance Partners.



# CERTIFICATE

Evaluation methodology is the discretion of the faculty. A minimum of 75% attendance to the sessions (live as well as on-campus modules) is a prerequisite for the successful completion of this programme.

During the course, there will be periodic evaluations in the form of quizzes, class assignments, projects, case analysis, or any other objective/subjective assessments decided by the instructor during the class hours. Hence, the participants are expected to complete the given evaluation components on time successfully. IIM Kozhikode will award the course completion certification to those who complete the assessment components successfully along with the attendance criteria. The main objective of assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organizational decision scenarios.

The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.



# » FEES



TOTAL  
PROGRAMME  
FEES

## INR 2,99,000/- + GST

Above fee includes boarding/lodging charges at IIM Kozhikode Campus during the in-campus sessions

### PAYMENT OPTIONS:

#### OPTION 1

Make the full payment of INR 2,99,000 + GST upfront

#### OPTION 2

Pay INR 60,000 + GST at the time of registration and avail a loan on the remaining INR 2,39,000 + GST

#### OPTION 3

Make payments as per the Instalment structure provided below

### INSTALMENT DETAILS:

INSTALMENT	FEES IN INR	FEES IN USD	PAYMENT DUE DATE
Instalment 1	Rs.60000 + GST	USD 1080	At time of Registration
Instalment 2	Rs.59000 + GST	USD 1080	06.02.2025
Instalment 3	Rs.60000 + GST	USD 1080	10.05.2025
Instalment 4	Rs.60000 + GST	USD 1080	10.08.2025
Instalment 5	Rs.60000 + GST	USD 1080	10.11.2025

# » ABOUT THE INSTITUTE

Starting in 1997 with its flagship MBA (Post Graduate Programme), the Indian Institute of Management Kozhikode (IIMK) has experienced significant growth and now offers a wide range of management education programmes. These include Executive MBA Programmes, Doctoral Programmes, Certificate Programmes, Management Development Programmes, and Faculty Development Programmes. In 2013, IIMK further expanded by launching a satellite campus at Infopark, Kochi, dedicated to Executive Education. In recent years, the institute has introduced pioneering initiatives such as the PhD (Practice Track) for working professionals, alongside innovative offerings like the MBA in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020).

IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK) and is a member of AACSB (US). The institute is also home to IIMK LIVE (Laboratory for Innovation, Venturing, and Entrepreneurship), a cutting-edge startup incubation center, and the Indian Business Museum, which celebrates India's rich business legacy.

Ranked 3rd in the NIRF India Rankings 2024 in the Management Category, IIM Kozhikode regularly appears in global rankings for its flagship MBA (PGP) and Executive MBA (EPGP) in the QS World University Rankings. In 2024, the institute made an impressive leap of 100 spots, placing in the Top 151-200 globally for Business & Management Studies and 16+ in the Asia-Pacific region. Additionally, IIMK debuted in the prestigious Financial Times Rankings in 2023 and was ranked #70 among the top-80 open-enrollment executive programmes providers globally for 2024. It also achieved a notable rank of #68 in the FT Masters in Management (MIM) 2024 Rankings for its full-time MBA programmes.

The institute has delivered around 1,300 Management Development Programmes (MDPs) in the past two decades, training more than 41,000 participants from 150+ organizations, including numerous Fortune 500 companies.



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

**#4** 70 Global | Rank #4 in India Financial Times, Open Enrollment Rankings 2024



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Admission Partner

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