



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*



# GENERAL MANAGEMENT PROGRAMME FOR BUSINESS EXCELLENCE

STARTS SEPTEMBER 30, 2022 | 10 MONTHS | LIVE ONLINE SESSIONS

**FAST-TRACK YOUR CAREER IN THE 21<sup>ST</sup> CENTURY WORKPLACE**

**BATCH #4**

# IIM Kozhikode Advantage

*From the Director's Desk...*

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 25-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 IIM Kozhikode



# Overview

## Starts On

September 30, 2022\*

## Duration

10 Months

## Format

Live Online Sessions

## Programme Fee

INR 1,90,000 + GST

*\*Begins with an introduction to the platform*

The business landscape has changed significantly in the last few years with the advent of disruptive operating models, new revenue streams, digital citizens and increased uncertainty. To succeed in the dynamic workplace, young and experienced leaders would need to redefine business excellence for these times and efficiently tackle four change drivers:



Professionals who win in the 21st century workplace will be those who master the basics and learn new concepts to tackle these change drivers with ingenuity and resilience. The **General Management Programme for Business Excellence** from IIM Kozhikode and Emeritus Executive Education is a highly relevant programme for today. The programme is designed to reflect the current challenges, opportunities, and management practices, and deliver integrated learning. It will provide critical perspectives to the participants and enable them to grow to leadership positions.

# Who is this Programme for?

## The 21st century workplace mindset upskills “strivers” into “winners”

In the new workplace, strivers react to changes whereas winners respond to changes intelligently, manage to learn and take the leap. They can do this due to world-class functional acumen, leadership and strategy capabilities, data-savviness, and an innovation mindset.

This programme is most-relevant for the following professionals.

- Early-stage professionals looking to get a management education to make a career shift to new domains/functions/roles
- Mid-level professionals seeking to develop and enhance managerial capabilities and leadership traits
- Senior management professionals looking for the skills and business acumen to take their organisations to the next level
- Entrepreneurs and small business owners looking to lead their businesses in the digital age



# Programme Highlights

**The 21st century workplace requires business grounding + breakaway innovation!**

What better place to imbibe the innovations of today's market than at the prestigious IIM Kozhikode (ranked #4, NIRF 2021).

10-month immersive and interactive programme

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Learn through lectures, assignments and case studies

Build a robust peer-to-peer network

....



Designed and delivered by distinguished IIM Kozhikode faculty

Comprehensive Capstone Project

....



Lifelong Executive Alumni Status

....



2-Day Campus Immersion

....



*\* Emeritus Industry Experts sessions could be scheduled on a different time zone, depending on speaker availability.*

# Programme Directors



## **Prof. Sudershan Kuntluru, PhD**

*Professor*

*Finance, Accounting and Control*

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. Praveen Sugathan**

*Associate Professor*

*Marketing Management*

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.

*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
- Mission and Vision

## 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

## MODULE 5: OPERATIONS AND SUPPLY CHAIN MANAGEMENT

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

## MODULE 6: MARKETING MANAGEMENT

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

## MODULE 7: STRATEGIC MANAGEMENT

- Strategic Framework
- Business Models
- Entrepreneurship and Innovation
- Strategy Management and Implementation

## MODULE 8: BUSINESS LEADERSHIP

- Business Leadership & Influence
- 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

## 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

# Holistic Curriculum

From management fundamentals to financial viability. From strategy to leadership. From analytics to innovative thinking. This programme truly makes you market-ready in today's data-driven, tech-centric, dynamic business world. Faculty may use real-world case studies as per module requirement. Considering the scope of the programme all topics will not be accompanied by reading materials.

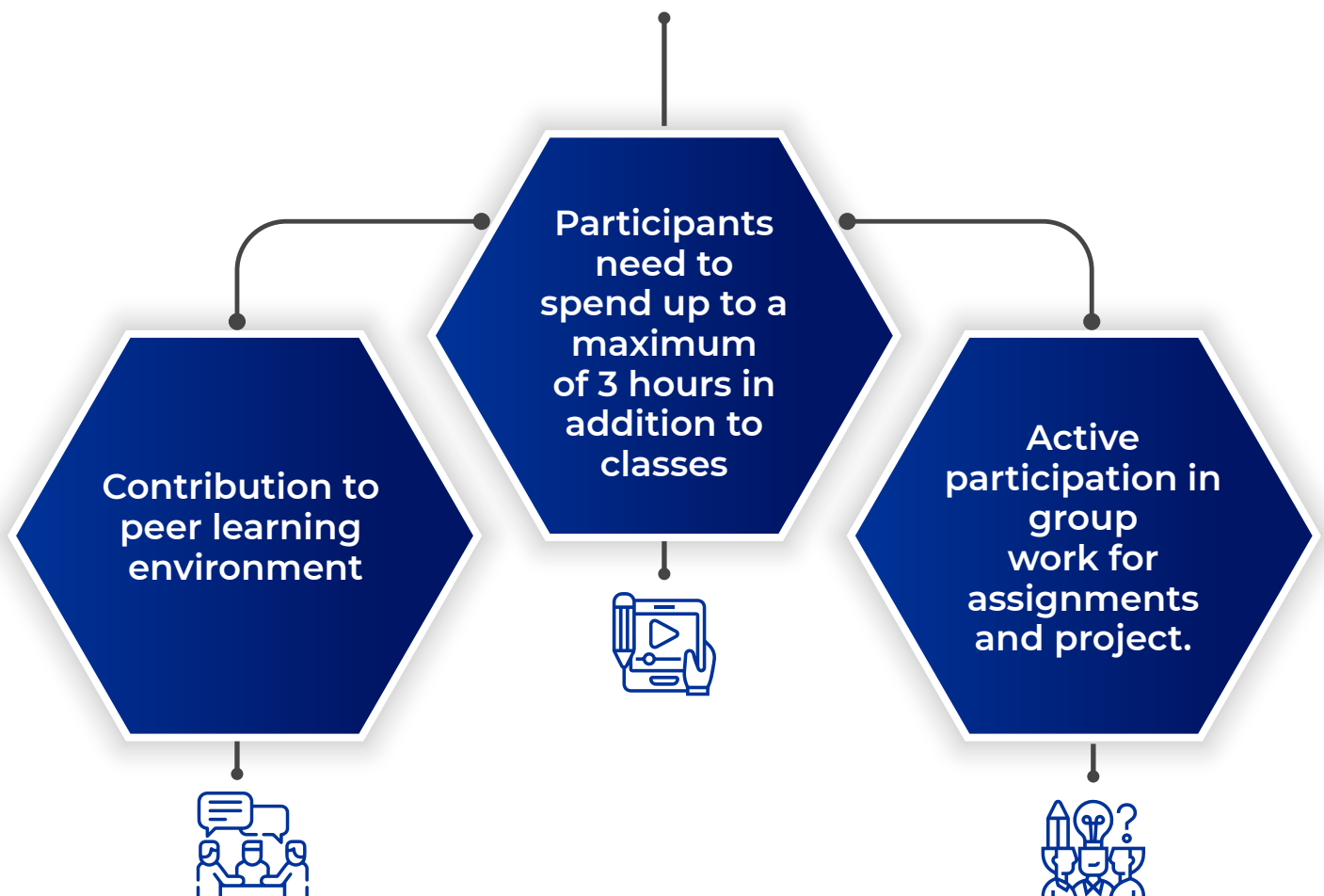
## Capstone Project

A business plan project that serves as a culminating academic and intellectual experience for students. Students are expected to work in groups and complete all the deliverables in time.

Note:

- Simulations are used in this programme to apply the class room learnings on realistic business environment/situations.
- Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the participant profile & programme hours.

## Expectations from Participants





# Learning Outcomes

Explore foundational management principles and develop world-class business acumen.



Gain functional knowledge in core business management areas.

Get equipped with the frameworks and skills to hone and develop leadership competencies.



Thrive in the evolving marketplace by learning to leverage data and analytics.

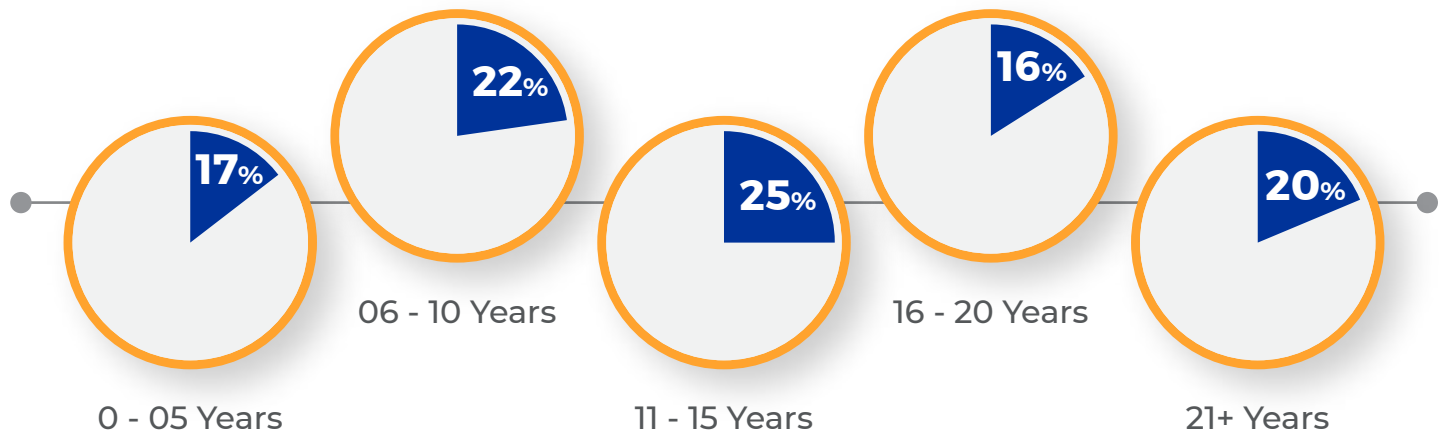
Drive organisational performance with digital business models and insights on implementing digital strategies.



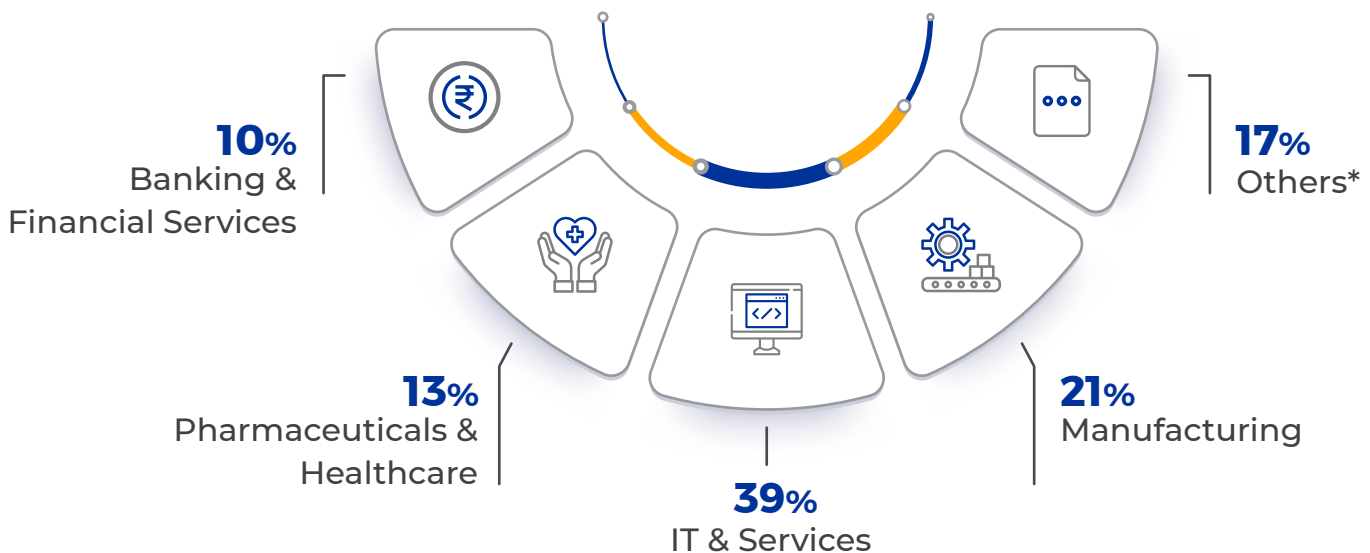
Develop a mindset for innovation and the application of design thinking principles.

# Past Participant Profiles

## Work Experience

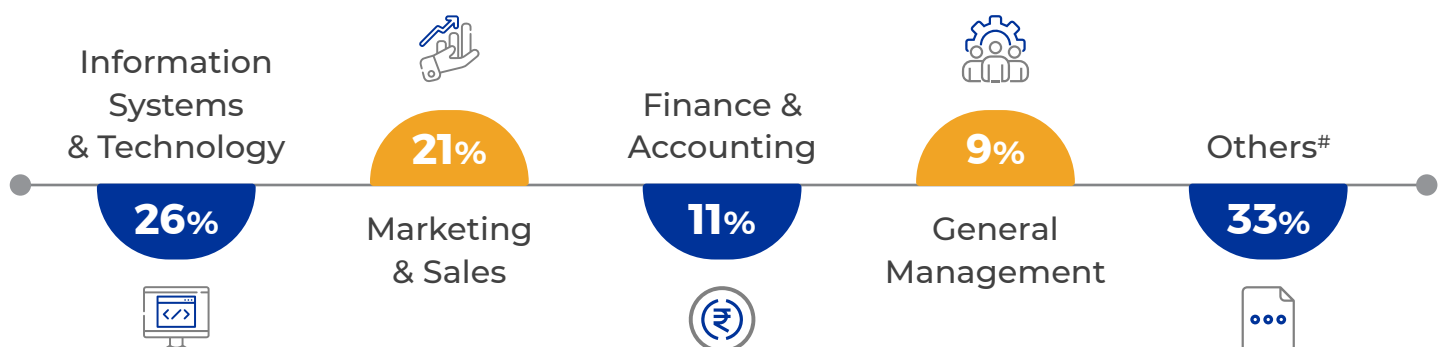


## Industry



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

## Functions



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

# 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.*

## Certificate

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



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

## Eligibility

Graduates or Diploma-holders from a recognised university in any discipline with a minimum of one year of work experience after graduation, as on September 30, 2022.

## Evaluation

Periodic evaluations are built-in throughout the duration of the programme and are designed to ensure continuous participant engagement and learning. There will be a mix of quizzes, assignments, projects, case studies and other assessments as decided by faculty. Completion of assignment and exercises in due time is required from participants end. A minimum of 75% attendance is a prerequisite for the successful completion of this programme.

# Programme Details

**Programme Fee** INR 1,90,000 + GST

**Academic Orientation** October 16, 2022

## Instalment Schedule

Particulars	Remarks	Amount
Booking Amount	Within 7 days post selection	INR 19,000 + GST
Instalment I	Oct 03, 2022	INR 29,000 + GST
Instalment II	Jan 05, 2023	INR 85,000 + GST
Instalment III	Apr 05, 2023	INR 57,000 + GST

## Round-wise Application Dates

Particulars	Application Fee	Dates
Round 1	INR 2,000 + GST	Aug 08, 2022
Round 2	INR 2,500 + GST	Sep 05, 2022

- Note:
- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
  - In case a programme session corresponds with a public holiday, the session would be held on the following day
  - Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

## Programme Schedule

### Live Online Sessions

- 3 hours/weekend
- Sunday, 9:00 AM to 12:00 PM

### Attendance

- Minimum 75%

### Programme Application Link

- [Click here](#) to apply to the programme.
- Finance options available. [Click here](#) to learn more.
- For more information, please email at [iimk.execed@emeritus.org](mailto:iimk.execed@emeritus.org)

- 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.

# Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

## 1. Your Photo ID Proof:

- You can submit a scanned copy of **ANY ONE** of: Aadhaar Card, e-Aadhaar, PAN Card or the first two pages of your Passport. In case you submit an e-Aadhaar card, please rename the file to its password so we can open the file.

## 2. Your Graduation/Degree:

- You can submit a scanned copy of **ANY ONE** of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

## 3. 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 company.
  - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company.



# 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

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/Laptop/Mac.



# About IIM Kozhikode

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IIM Kozhikode is ranked 4th as per the latest NIRF India Rankings 2021: Management. The Institute also made its global debut for its flagship MBA (101+ globally, 7+ in Asia) and EMBA programme (101+ globally, 15+ in Asia) in the 2020/21 QS World University Rankings. It is also ranked No.2 in the CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) released recently by the Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK). Since its inception, IIM Kozhikode has successfully carved its niche in management education through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.

## About Emeritus

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IIM Kozhikode is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Kozhikode the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Kozhikode. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



Apply for the programme here

**APPLY NOW**

For registration and any other information please get in touch with at [iimk.execed@emeritus.org](mailto:iimk.execed@emeritus.org)

 WhatsApp an advisor on +91 74120 81081\*

*\*Note: This number does not accept any calls. Please message your queries.*

In collaboration with



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