भारतीय प्रबंध संस्थान कोषिक्कोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

BATCH 06



STRATEGIC MANAGEMENT

Programme for CXOs

NIRF 3
Ranking 2025
(Management)

Strategic synergy for senior success

Live Online + Campus Immersion | 12 Months | ₹4,95,000 + GST

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 Programmes. In 2013, IIMK set up a satellite campus at Infopark, Kochi, dedicated to Executive Education. The institute also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides introducing dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). IIMK is also home to IIMK LIVE – a first-of-its-kind start-up incubation programme, the Indian Business Museum and seven Centres of Excellence.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) — marking the third successive year among India's Top 3. The institute also features regularly among top global institutions for its flagship MBA (PGP) and EMBA (EPGP) in the QS World University Rankings. IIMK has leapfrogged 100 spots to secure a place in the Top 151–200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost to IIM Kozhikode's global credentials, newly launched programmes like PGP-BL (2019) and PGP-Fin (2020) have also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #76 globally in the Financial Times Open-Enrolment Executive Education Rankings 2025. The feat has further consolidated the 30-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute has also consistently featured among the Top 70 MBA programmes globally in the Financial Times Masters in Management (MiM) Rankings for its flagship PGP. Over the past two decades, IIM Kozhikode has successfully delivered close to 1,450 MDP programmes, training more than 55,000 participants from 200+ organisations, including several Fortune 500 companies.

30-year journey of academic excellence.

AACSB Member | EQUIS ACCREDITED | ASSOCIATION OF MBAS ACCREDITED

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 30-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.

- Curriculum tailored to the specific needs and challenges of CXOs and senior leadership
- Specifically designed to meet the unique needs and challenges of CXOs
- In-depth coverage of strategic topics, including cybersecurity, technology, leadership, and corporate accountability
- Faculty members with specific expertise in strategic leadership, organisational transformation, and other areas relevant to CXOs
- Provides opportunities for CXOs and senior leaders to network with peers
- Emphasises practical applications of strategic concepts to real-world challenges
- Case studies designed from the live experience of the faculty, tailored for C-Suite, C-Suite Aspirants and Senior leaders

Why Choose This Programme?

Feature	Strategic Management Programme for CXOs (Batch 06)	Generic Strategic Management Programmes
Target Audience	Mid–senior professionals, CXOs, functional experts, and entrepreneurs	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, organisational 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 offer a broader overview of strategic concepts but lack the depth and specialisation 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	Relies on general case studies with limited applicability to senior-level strategic decision-making
Faculty Expertise	Delivered by highly experienced faculty with deep industry and academic expertise relevant to senior leadership roles	Broad strategic management faculty, not specifically senior leadership-focused
Peer Networking	Provides opportunities for CXOs and senior leaders to network with peers and learn from their experiences.	Networking opportunities exist, but senior peer interaction is not a core focus
Practical Applications	Emphasises 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



Strategic Management Programme For CXOs

IIM Kozhikode's innovative Strategic Management Programme for CXOs is tailored to equip senior leaders for the complexities of the modern business world. This 12-month programme, delivered through live online sessions and a campus immersion, is designed to create remarkable individuals who can articulate and implement a definitive future for their companies. It empowers participants with the skills and insights needed to enhance strategic thinking, understand global market dynamics, and excel in execution.

Programme Highlights:

- Weekend Sessions
- Real-World Business Cases
- IIM Kozhikode Executive Education Alumni
- Campus Immersion
- Capstone Simulations
- Business Analytics for Leaders
- AI and Data Science for Leadership
- Expert Faculty from IIM Kozhikode
- Peer Learning Opportunities
- Tailored Curriculum

APPLY NOW

Who is This Programme For?

This programme is designed for experienced professionals and decision-makers, including:

- Business leaders and aspiring CXOs seeking to enhance their strategic thinking and leadership capabilities
- Functional experts and mid-to-senior level professionals aiming to transition into broader business leadership roles
- Entrepreneurs in fast-growing organisations looking to strengthen their overall strategic and business leadership approach

Eligibility:

- Diploma (10+2+3 or 10+3) or Bachelor's degree (10+2+3 or 10+2+4) from a recognised university
- Minimum 10 years' work experience after completion of the qualifying education as specified above

**Internships/Trainee experiences not counted as full-time work*



Last Date To Apply: Refer to Website

Programme starts on **28th March, 2027** | Programme ends on **March 2028**

Learning Outcomes

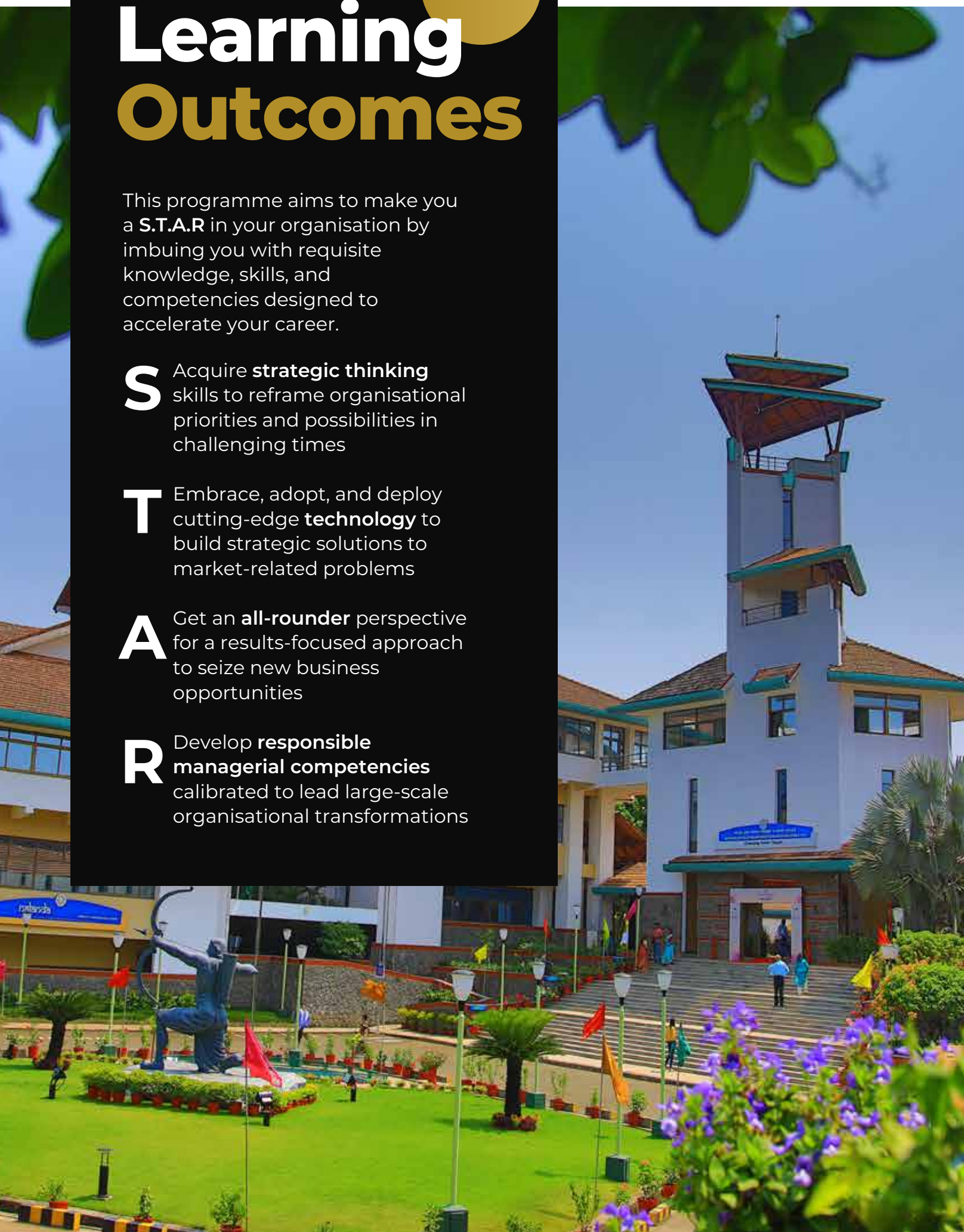
This programme aims to make you a **S.T.A.R** in your organisation by imbuing you with requisite knowledge, skills, and competencies designed to accelerate your career.

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 Advantage

S - Strategic Thinking:

Business Environment – Trends and Analysis
- Global Market Dynamics
- Industry and Competitive Analysis
- Economic Indicators and Forecasting
- Technological Innovations Impact

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

T - Technology Embracement:

Data Science and Analytics for for Business Decisions
- Understanding Big Data and Its Business Application
- 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 Organisation

- Principles and Applications of AI in Business
- AI's Role in Optimising Operational Efficiency
- Building Virtual Organisations 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 Organisations
- Identifying and Investing in Emerging Technologies
- Navigating Challenges in Technology Adoption and Change Management

A - 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 Analysing 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 Maximisation and Cost Management
- Corporate Investment and Financing Decisions
- Risk Assessment and Management in Financial Planning

Managing and 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

R - Responsible Leadership:

Organisation Development and Change Management

- Strategies for Effective Organisation Development and Growth
- Leading and Managing Change in Dynamic Business Environments
- Building a Resilient and Adaptive Organisational 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 Social and Environmental Impact
- Ethical Supply Chain Management and Fair Trade Practices

Corporate Reputation and 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 Organisational Culture

Leadership, Strategy and Execution

- Capstone Leadership Module
- Capstone Simulation

**Curriculum may be subject to change based on emerging industry trends and academic requirements.*

World-Class Curriculum & Global Case Studies

The curriculum integrates world-renowned academic research and real-world case studies from the most respected sources, including Harvard Business School (HBS), Harvard Business Review (HBR), and Stanford:

1. **What is Strategy? (Michael E. Porter, HBR):**

   Learn to distinguish operational effectiveness from true strategy to build sustainable competitive advantage.

2. **The Five Competitive Forces (Michael E. Porter, HBR):**

   Apply a timeless framework to analyse your industry's structure and drive profitability.

3. **Crown Cork & Seal in 1989 (HBS Case):**

   Analyse how disciplined strategy and operational excellence create market dominance in a mature industry.

4. **To Diversify or Not to Diversify (C. Markides, HBR):**

   Master a framework for evaluating when and how to diversify to create tangible shareholder value.

5. **The Quest for Parenting Advantage (HBR):**

   Maximise the value a corporate center adds to its business units by understanding the "parenting advantage."

6. **Alphabet Eyes New Frontiers (HBS Case):**

   Learn from Alphabet how to structure a company for both stable growth and high-risk innovation.

World-Class Curriculum & Global Case Studies

7. **Southwest Airlines (A) (Stanford Case):**

Discover how aligning culture, strategy, and operations can become your most powerful competitive advantage.

8. **Six Principles of Global Talent Management (Sloan Mgt. Review):**

Implement six core principles to win the war for talent and build an effective global leadership pipeline.

9. **Google's Project Oxygen (HBS Case):**

Use a data-driven approach, inspired by Google, to identify the key behaviors of highly effective managers

10. **Artificial Intelligence in HR (California Mgt. Review):**

Develop a strategic roadmap for integrating AI into HR to transform talent acquisition and engagement.

APPLY NOW

Hear From Our Past Cohort:



Navin Rao
General Manager Retail Banking

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TIMESPRO

Past Project Glimpses

- Strategic integration of ESG funds into HDFC AMC portfolio
- Global and India staffing & recruitment – Adecco vs Quess & Team Lease
- Strategic evaluation of BDO India: Repositioning from labour-leveraged growth to platform-enabled competitive advantage
- Strategic transformation of Vijai Marine Services Pvt. Ltd. – Using technology-driven strategy and responsible leadership
- Narayana Health Insurance Limited – A healthcare organisation that uses insurance as its financial mechanism
- Evaluation of Tata Motors' software-defined vehicle (SDV) strategy and recommendations
- India’s civil aviation – Strategy at Air India Limited in the Indian domestic passenger air travel service industry
- Strategic comparative evaluation of NEOM and Masdar City as transformative smart city platforms in the Middle East
- In vitro diagnostic (IVD) vertical incubation – Contract design and manufacturing at Syrma SGS Ltd (listed company) & its subsidiary: Syrma Johari Medtech Ltd
- Strategic outlook for Bajaj Housing Finance end-to-end rural lending through mobile branch technology: A strategic initiative proposal for Bajaj Housing Finance Limited (BHFL)
- Strategic evaluation of Ola: Corporate strategy, financial sustainability and competitive positioning
- ADDEV Materials Private Ltd. – Strategy and manufacturing plans
- Evaluating market strategy of Aquila Clouds
- Derren Healthcare Private Limited (Sterile Injectables CDMO) – Business evaluation & recommendations
- EV-first strategy in a hybrid world: Strategic implications for Tata Motors passenger vehicles

- Strengthen competitive position leveraging Network Engineering Services (NES) and Master System Integration (MSI) expertise and riding Digital India, Bharath 5G and Make in India waves
- Armoured for the Future: Strategic revitalisation of AVNL in the Indian defence ecosystem
- Powering the Future: NHPC's strategic approach to renewable energy growth
- HDFC Life – Strategic evaluation of an insurance giant
- SJS Enterprises Ltd in Indian decorative aesthetics industry – Creating possibilities



Walk the Grounds Where Tomorrow's Leaders are Forged

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.



- Exclusive 3-Day Immersion
- Enrich Your Learning
- Forge Peer Connections
- Live the Campus Life

Hear From Our Past Cohort:



"This well-defined programme, carefully curated by brilliant senior professors, gave me a new perspective on corporate challenges and has prepared me for future leadership roles. The faculty sessions added immense value to my personal and professional development."

Prasenjit Niyogi
Audit Director, Global Operations | London Stock Exchange Group

Your CXO Journey At A Glance



Pedagogy:

Judicious mix of lectures, case discussions, project work, term papers, assignments, etc.

Duration:

12 Months

Programme Delivery:

Direct-to-device

Attendance Criteria:

Minimum 75%

Class Schedule:

Sundays: (Forenoon) 9 AM – 12 PM

Hear From Our Past Cohort:



"The Strategic Management Programme for CXOs was a truly enriching experience. The meticulously crafted curriculum blends theory and practice, and the expert professors are genuinely invested in student growth, inspiring a deeper dive into Strategy, AI, and Data Analytics"

Jayshree J

Associate Director | Sustainanytics

A Glance At Our Past Learners

Top Grades

Vice President

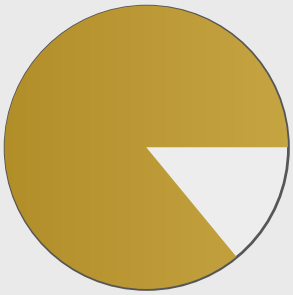
Assistant Vice President

Director

General Manager

Work Experience

- 15+ years – 70%
- 10-15 years – 30%



Past participants have worked at:

TATA MOTORS | NOVARTIS | citi | accenture | Micron

Join The Next Batch Of Leaders

Hear From Our Past Cohort:



Karthigeyan Govindarajan
Senior Director

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Gazal Rajpal
Senior Vice President

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TIMESPRO

Ascend to the C-Suite:
Career Advancement Pathways

This programme is engineered to be a career catalyst for senior leaders. It is designed to help you calibrate your leadership skills to lead large-scale organisational transformations and catapult your career to new heights.

Vice President / Director	SMPCXO	President / Chief Business Officer
General Manager / Business Unit Head	SMPCXO	CEO / Managing Director
Senior Functional Head	SMPCXO	Chief Operating Officer / Chief Strategy Officer
Entrepreneur / Founder	SMPCXO	Growth-Stage CEO / Board Member



Programme Coordinators



Prof. Rajesh Srinivas Upadhyayula

Strategic Management, IIM Kozhikode

Prof. Rajesh S. Upadhyayula is the Professor of Strategic Management and Dean (Programmes). Holding a PhD from IIM Ahmedabad, he brings a rich blend of experience from academia, industry, including a strategic planning role at Tata Consultancy Services, and the non-governmental sector. An Infosys Fellowship recipient, Prof. Upadhyayula has deep expertise in facilitating sessions for senior leadership at major corporations such as Bosch India and Star.



Dr. Kamal Kishore Sharma

Professor of Practice
Strategic Management, IIM Kozhikode

Dr. Kamal Kishore Sharma, a Fellow of IIM Ahmedabad, brings over 36 years of diverse leadership experience to the programme. His career spans public sector organisations (SAIL), the Indian Civil Services, and global corporations such as ArcelorMittal NV, with roles including Chief Executive Officer of an MNC subsidiary. Dr. Sharma has demonstrated strong strategic capabilities in multinational operations, M&A, and corporate governance, enriched by his entrepreneurial work in social impact start-ups. He is a compelling educator who empowers executive leaders through experiential learning.

The Coveted IIM Credentials

- 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 Education 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

Programme Fees

Particulars	Amount (₹)*
Total Fee**	**4,95,000**

Note:
*Taxes will be added as applicable.
**All fees will be collected by BCCL.

- This is with reference to the refund of the Processing Fees, please note that the Processing Fee shall not be refunded in the following circumstances:

i. In case candidate rejects the offer issued by the Institute; and
ii. In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled

- Books and study material will be provided and disbursed by IIMK to the participants. For International participants, books and certificates will be provided by IIMK and will be disbursed by BCCL. Cost of International couriers will be borne by participants only.

Programme Timelines

Last Date to Apply	Refer to website
Programme Start Date	28th March, 2027
Programme End Date	March, 2028



Instalment Schedule

Instalment	Instalment Date	Amount (₹)*
I	Application fee	15,000
	To be paid within one week of offer roll-out date	1,40,000
II	06th May, 2027	1,15,000
III	06th July, 2027	1,20,000
IV	06th September, 2027	1,05,000

Flexible EMI Finance Partners:

AXIS BANK

AVANSE FINANCIAL SERVICES
ASPIRE WITHOUT BOUNDARIES

AUXILO

kuhoo

CAPRION

Note : The final EMI amount will vary based on the candidate's profile, CIBIL score, and the applicable rate of interest as determined by the finance partner.

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A GLIMPSE OF CAMPUS IMMERSIONS









Join The Next Batch Of Leaders



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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