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

ASSOCIATION OF MBAS ACCREDITED | AACSB Business Education Alliance Member | EQUIS ACCREDITED

Professional Certificate in Data Analytics for Business with Generative AI

Decode Data. Drive Business. Accelerate with Generative AI & Agentic AI.

6 Months | Online + Live Masterclasses | Live Doubt Clearing Sessions

Integrated with **Agentic AI**

#3 Top B-School in India
(Source: NIRF, 2025 Management Category)

#4 B-School in India
(Source: Financial Times, Open Enrolment Rankings 2025)

Programme Summary

Professional Certificate in Data Analytics for Business with Generative AI

Institute Name
Indian Institute of Management Kozhikode

Programme Duration
6 Months

Cost
INR 1,25,000 + GST/AED 5566

Learning Mode
Online + live masterclasses

Weekly Effort
4-5 hours per week

Faculty
Led by renowned IIMK faculty and industry experts

Future-Ready Curriculum
Integrated learning across Analytics, GenAI, and Agentic AI

Eligibility
Bachelor's degree or diploma 10+2+3

Certificate
IIM Kozhikode will award a certificate of successful completion to participants who successfully complete the programme and achieve a minimum score of 70%.

Pedagogy:
Pre-recorded lectures by IIMK faculty with 5 live masterclasses and weekly live online doubt solving sessions.

Campus Immersion:
1-day optional on-campus networking event* at an additional cost.

Learning Experience

- **Pre-recorded Videos -** Flexibility to learn at your own pace, around your busy schedule
- **World-class Faculty** - Learn from the best faculty and industry practitioners
- **High Quality Videos -** Great learning experience, even while on-the-move
- **Cohort-based Learning -** Networking & community interaction by using discussion boards
- **On-demand Learning -** Re-watch any lesson/ concept for deeper understanding

Frequently Asked Questions

Are there any LIVE sessions with the Institute faculty in this programme?
The programme includes high-quality pre-recorded videos by esteemed IIMK faculty, complemented by live masterclasses with industry experts and live online doubt clearing sessions by industry experts/programme leaders.

What is the role of the Programme Leader? Are they institute faculty?
Programme leaders are industry practitioners/ subject matter experts who help with doubt clearing, cover specific topics deeper and share real-world examples wherever needed. They are institute-approved industry practitioner.

Who grades/ gives inputs on the assignments and projects?
The assignment grading frameworks are created in collaboration with the institute faculty and Emeritus grading team.

Is there a qualifying mark/ grade to get the final certification in this course?
Yes, a minimum score of 70% in all required assignments to successfully complete the programme and receive a digital certificate of completion.

What if I miss the assignments for a particular week? Can I attempt them later?
It is at the faculty's discretion if any re-attempt of the quiz or assignment would be allowed and the evaluation methodology.

Who is the faculty for the LIVE Masterclass/ Online sessions/ Doubt Clearing sessions?
Doubt clearing sessions and live masterclasses are conducted by industry experts.

Is there an opportunity to visit the IIM Kozhikode campus?
Participants can opt for a one-day on-campus networking event* at IIM Kozhikode at an additional cost, offering an opportunity to interact with peers from different cohorts and experience the campus environment firsthand. The optional on-campus event fee is INR 13,000 per participant (twin-sharing accommodation) or INR 15,000 per participant (single accommodation).

What if I don't find the programme appropriate for me after starting the sessions? Can I seek a refund?
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, the fee becomes non-refundable.

What type of certificate will I receive?
Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?
You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme end date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Note: This programme summary is provided only for your convenience. You are advised to refer to the brochure for more information.

The IIM Kozhikode Advantage

From The Director's Desk

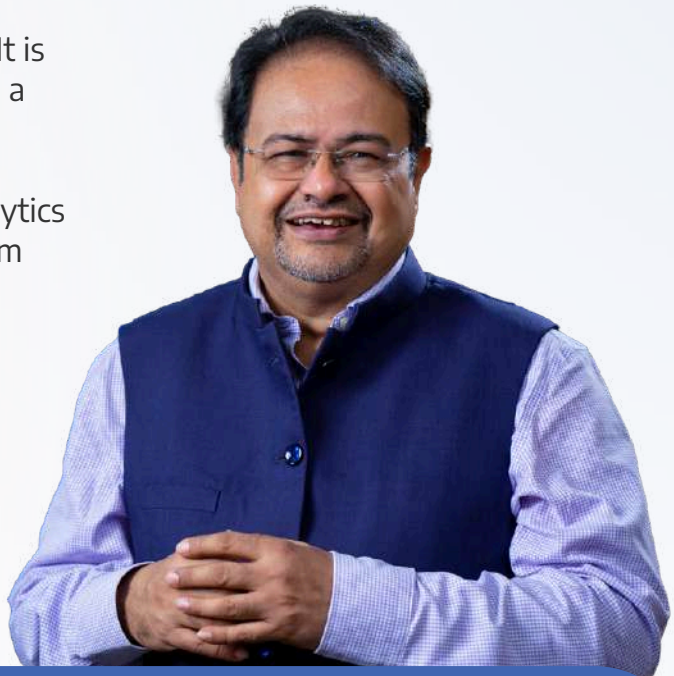
Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to 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 footprint acknowledged and accredited by leading institutions of the world is 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.

Modern business challenges require professionals who can interpret data, generate insights, and make informed decisions with confidence. As organisations increasingly adopt analytics, GenAI, and intelligent automation, the ability to combine business context with data-driven thinking has become essential. Modern analytics goes beyond reporting and dashboards. It enables professionals to forecast outcomes, optimise decisions, automate workflows, and drive measurable business impact through data and AI.

And the most exciting part about analytics today? It is no longer limited to data experts. Whether you are a business professional, manager, or future leader, analytics has become a critical capability across functions. The Professional Certificate in Data Analytics for Business with Generative AI helps you transform data into decisions and drive meaningful business impact in an AI-first world.

Wishing you all the very best!



Prof. Debashis Chatterjee
Director, Indian Institute of Management Kozhikode

Debashis Chatterjee

A 6-Month Fast Track to Evolve into a Data Analytics and Decision Expert

Data has become one of the most valuable assets for modern businesses. Organisations today use analytics to understand customers, improve operations, identify growth opportunities, and make smarter decisions. As businesses become more data-driven, professionals who can translate data into meaningful business outcomes are becoming increasingly valuable across industries and functions.

At the same time, the way analytics is done is changing rapidly. Gartner predicts that 75% of analytics work will be generated or enhanced by using GenAI by 2027. While AI can automate reporting, summaries, and routine analysis, organisations still need professionals who can interpret insights, apply business context, and make sound decisions. The focus is shifting from producing reports to driving decisions and business impact.

The **Professional Certificate in Data Analytics for Business with Generative AI from IIM Kozhikode** is designed to help you stay ahead of this shift. Over six months, you will learn how to turn data into business decisions through **analytics, predictive models, GenAI-powered insights, and Agentic AI**. Beyond building dashboards and analysing data, the programme equips you to design AI-powered workflows and autonomous systems that streamline analysis, automate routine tasks, and enable more effective business decision-making. Whether you are an analyst, manager, consultant, or aspiring leader, this programme prepares you to thrive in an AI-powered business environment.

Why Get Certified?

The analytics landscape is changing rapidly with GenAI and AI-powered automation. As organisations look for professionals who can turn data into decisions, building the right analytics and AI skills has become more important than ever.

Explore the career paths below to see how upskilling in analytics, AI, and decision-making can help you unlock new opportunities, greater responsibilities, and stronger career growth.

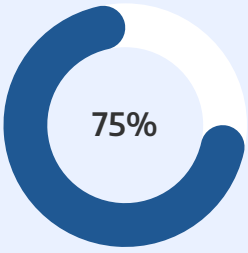
Profiles	Indian Salary Benchmark (Avg.)	Core Function & Focus	Primary Data Source
Traditional Data Analysts	₹8L - ₹18L	**Data Retrieval:** Querying data, building static dashboards, and reporting on what already occurred.	**NASSCOM** Tech Talent Benchmarks (2025/26)
AI-Fluent Analysts	₹20L - ₹40L	**AI Efficiency:** Analysing root causes, automating cleaning, and generating insights with natural language.	**PwC** Global AI Jobs Barometer (Wage Premium Data)
Decision Architects	₹40L - ₹80L+	**System Orchestration:** Deploying multi-agent workflows and automating event-driven decisions.	**Gartner** Decision Intelligence Research (2026)

Note: Salary outcomes may vary based on individual skills, experience, employer, industry, role, and location. The programme does not guarantee job placement, promotion, or salary increase.

AI-skilled professionals earn up to **56% higher wages.**
Source: PwC

4x higher

AI-exposed roles show **4x higher productivity growth**
Source: PwC



75% of analytics content will be GenAI-driven by 2027.

Source: Gartner

30%–50%

Research from NASSCOM shows **Data + AI professionals in India can earn up to 30–50% more** than non-AI analytics roles at similar experience levels.

What Is the Professional Certificate in Data Analytics for Business with GenAI Programme?

The Professional Certificate in Data Analytics for Business with Generative AI by IIM Kozhikode is a 6-month programme designed to help professionals build practical analytics and AI capabilities for today's data-driven business environment. Combining analytics, GenAI, and Agentic AI, the programme helps participants turn data into insights, insights into decisions, and decisions into business impact.

Through hands-on learning, function-specific applications, tools, live masterclasses, and a GenAI-powered capstone project, participants gain practical experience across the full analytics journey. From working with data and generating insights to visualising results and making business decisions, the programme emphasises real-world business application. Learn how to build predictive models, generate AI-powered insights, automate routine analysis, and solve real business problems using analytics and AI.

Discover what sets this programme apart from traditional analytics programmes.

Old Way	New Way
Theory-heavy analytics learning	Hands-on, GenAI and Agentic AI-powered workflows
Generic and outdated case studies	Function-wise applications (marketing, ops, finance, customer experience, product) with mini projects
Manual analysis and reporting	Automated analysis, reporting and insight generation, using GenAI
Limited real-world application and passive learning exposure	Capstone project with GenAI-based business problem solving
Learn tools in isolation	Orchestrate interconnected analytics and AI tools

Programme Highlights

A Learning Journey Engineered for Excellence

Build the capability to turn data into decisions with GenAI and Agentic AI through hands-on, tool-driven learning, designed for both technical and non-technical professionals to drive real business impact from day one.

- 18 weeks of pre-recorded lectures by esteemed IIMK faculty
- Integration of traditional analytics with GenAI and Agentic AI
- 15+ analytics, GenAI and automation tools and libraries
- 5 weeks of live masterclasses on analytics, GenAI and Agentic AI applications by industry experts
- 4 applied mini projects on real-world scenarios
- GenAI-powered capstone project
- Tailored playbooks for core business functions
- 18 live online doubt clearing sessions
- 1-day optional networking event at IIM Kozhikode campus*
- Assignments, quizzes and discussion boards

Notes:

- The programme highlights presented above are approximate and subject to change depending on the availability and expertise of the teaching faculty, as well as the programme's desired outcomes.
- The live online doubt solving sessions will be taken by industry experts.
- *The optional on-campus networking event is a one-day programme that allows learners to connect with peers from different cohorts at the IIM Kozhikode Campus. The fee for this event is INR 13,000 per day as the optional in-campus fee for twin-sharing mode of accommodation and Rs. 15,000 per day for single accommodation.
- Tools are covered conceptually. Tool availability and coverage may change based on programme requirements and industry trends. No paid tool subscriptions are included.

Who Is This Programme For?

The 6-month IIMK Professional Certificate in Data Analytics for Business with Generative AI is designed for **early to senior professionals** and **business leaders** who want to use analytics and AI-powered decision-making to create greater business impact.

No coding experience is required. Designed for both technical and non-technical professionals.

- **Analytics, Data & Reporting Professionals:** Ideal for business analysts, data analysts, MIS professionals, BI professionals, and reporting specialists looking to move beyond dashboards and reporting to drive business decisions.
- **Business, Product & Customer-Facing Professionals:** Professionals across product, customer experience, sales, growth, consulting, and business functions who want to use analytics and AI to improve business outcomes.
- **Operations, Finance, Marketing, HR & Business Function Professionals:** Suitable for professionals looking to improve forecasting, planning, workforce decisions, operational efficiency, risk management, and business performance through analytics and AI-powered insights.
- **Managers & Functional Leaders:** Built for team leads, managers, and department heads who want to leverage analytics, GenAI, and Agentic AI to improve decision-making, streamline workflows, and drive business impact.
- **Senior Leaders, Business Heads & CXOs:** Designed for leaders seeking to drive data-led transformation, embed AI into business processes, and make more informed strategic decisions across their organisations.

Learning Outcomes

Differentiated Analytical Skills to Accelerate Growth

Apply data analytics and AI to drive data-driven decision-making across business functions.

Use GenAI tools and prompt engineering for analysis, reporting, and insight generation.

Build and interpret dashboards, KPIs, and business metrics for performance tracking.

Apply predictive analytics and forecasting techniques to anticipate trends and outcomes.

Understand AI-augmented workflows and decision systems, including basic Agentic AI use cases.

Translate raw data into actionable business insights and strategic recommendations.

Evaluate data quality, handle missing data, and identify biases.

Apply optimisation techniques and decision models to solve real-world problems.

Improve career prospects by acquiring high-demand analytics and AI-enabled business skills.

The Analytics Edge to Make You Indispensable in the AI-Driven World

GenAI-powered analytics workflows: Accelerate analysis, automate reporting, and generate insights using GenAI.

Agentic AI use cases and decision systems: Build intelligent, autonomous workflows ranging from smart monitoring to automated decision-making.

Function-wise playbooks with GenAI and Agentic AI: Apply analytics and intelligent automation across marketing, operations, finance, product, and CX.

Live masterclasses by industry experts: Stay ahead of emerging trends through expert-led live sessions on data storytelling, prediction, and AI-first workflows.

End-to-end lifecycle coverage: Build end-to-end capabilities from data collection and cleaning to visualisation, analysis, and execution.

Build Expertise Across Analytics, GenAI and Agentic AI Tools

Build Expertise Across Industry-Standard Tools

Analytics Tools:

Excel | Google Sheets | SQL | python | R

Visualisation Tools:

Power BI | tableau

AI & GenAI Tools:

ChatGPT | Claude | Gemini | Copilot

Notes:

- All product and company names are trademarks or registered trademarks of their respective holders. Their use does not imply any affiliation with or endorsement by them.
- No subscriptions or paid access to tools/software will be provided as part of this programme.
- The tools covered may be updated, replaced, or substituted with equivalent alternatives based on evolving industry practices and programme requirements.
- Tools will be covered conceptually.

Data Science & ML Libraries:

pandas | NumPy | SciPy | scikit learn | XGBoost

Intelligent Workflow Automation:

zapier | perplexity | Julius

Notes:

- All product and company names are trademarks or registered trademarks of their respective holders. Their use does not imply any affiliation with or endorsement by them.
- No subscriptions or paid access to tools/software will be provided as part of this programme.
- The tools covered may be updated, replaced, or substituted with equivalent alternatives based on evolving industry practices and programme requirements.
- Tools will be covered conceptually.

Live Masterclasses

Stay ahead of the curve with **industry expert-led live masterclasses** that bring cutting-edge thinking and real-world application into your learning, bridging emerging trends with practical business impact.

01

Building AI-First Enterprises

Explore real cases of how leading organisations are reshaping their workflows and business models by embedding analytics and AI at their cores.

02

Turning Data into Stories with BI Tools

Discover how to transform raw datasets into compelling visual narratives, using Power BI. This hands-on session will guide you through building interactive dashboards uncovering insights.

03

Powering Business Decisions with Predictive Analytics

How predictive models translate into prescriptive decisions. Optimise pricing or inventory forecasting, using predictive insights.

04

Intelligent Automation with Multi-Agent AI

Learn multi-agent AI workflows where Agentic AI orchestrates reporting workflows and automates insights.

05

Future of Analytics, Real-Time & Autonomous Decisioning

Explore future trends: Agentic AI, AutoGen, real-time analytics architectures (Lambda/Kappa), streaming use cases, and orchestration for enterprise.

Notes:

- The topics mentioned above are indicative and subject to change based on industry relevance.
- Each masterclass will have a dedicated week.

Build a Job-Ready Portfolio with Real Business Projects

The programme's application-first approach is delivered through solving real-world business problems through applied projects and assignments.

Unlocking Business Value with Analytics:

Pick a business function and identify analytics opportunities; classify each as descriptive / diagnostic / predictive / prescriptive with expected business value.

Data Fluency Diagnostic:

Review a messy dataset and submit a one-page data literacy report: data types, quality issues, missingness, bias risks, and what decisions it can/cannot support.

Visual Storytelling with Power BI:

Build a dashboard that answers 3 executive questions; include a short narrative of insights and recommended actions.

Forecasting in Action:

Time Series Case Sprint: Forecast the next 8–12 periods for a core business metric. Compare at least two separate approaches (baseline vs. improved) and explain the strategic trade-offs.

From Data to Decision Systems:
A Structured Learning Journey

Phase 1: Data Foundations

Build a strong foundation in data literacy and analytical thinking to understand, clean, and interpret data across the analytics life cycle.

Key skills:

Data literacy | Data cleaning & preparation | Statistical thinking | Data interpretation | Data quality assessment | Business context understanding

Phase 2: Visual Intelligence & Analytics

Transform data into actionable insights through dashboards, business metrics, and storytelling to enable data-driven decision-making.

Key skills:

Dashboarding (Power BI/Tableau) | Data storytelling | KPI & performance measurement | Trend analysis | Exploratory data analysis (EDA) | Business analytics

Phase 3: AI, GenAI & Agentic Workflows

Leverage GenAI and Agentic AI to automate analysis, enable intelligent workflows, and accelerate insight generation at scale.

Key skills:

GenAI workflows | Agentic AI systems | Prompt engineering | AI-assisted analysis | Automated reporting | Workflow orchestration | AI-augmented analytics

Phase 4: Strategic Decision Systems & Applications

Apply analytics, predictive models, and AI-driven decision systems to solve business problems and drive measurable impact across functions.

Key skills:

Decision-making | Predictive analytics | Scenario planning & simulation | Decision systems | Functional applications (marketing, finance, ops, HR) | Strategic thinking

Industry Relevant Curriculum for Modern Analytics

Designed to build capability from the ground up, this curriculum takes you from core concepts to real-world application, equipping you to translate data into decisions, using analytics, GenAI, and AI-driven workflows across business contexts.

Module 1: Introduction to Data Analytics

- Foundations of data analytics
- Types of analytics and their applications
- Business value of data

Module 2: AI/ML, GenAI & Agentic AI Fundamentals

- What is AI/ML?
- Supervised/unsupervised learning algorithms
- Generative AI overview
- Use cases in analytics
- Agentic AI concepts

Module 3: Data Literacy for Decision-Makers

- Understanding data types
- Data quality
- Sources of quality data
- Identifying outliers and anomalies
- Data-driven culture

Module 4: Data Sourcing & Cleaning

- Data sources
- Data life cycle and ingestion pipelines
- Cleaning techniques
- Data wrangling
- Introduction to semantic layers/governed data models

Module 5: Stats Foundations

- Histograms
- Distributions
- Sampling
- Probability basics
- Inference vs prediction
- Linear algebra essentials (vectors, matrices, dot product, eigen intuition)

Module 6: Data Visualisation & Analytics

- Foundations of Visualisation
- Charts and dashboards
- Business storytelling
- Power BI/Tableau basics
- Interactive dashboards in Power BI and Tableau
- Using GenAI for automated insights

Module 7: KPI Frameworks & Business Metrics

- Defining KPIs
- Linking KPIs to strategy
- Generative AI for KPI insights

Module 8: Forecasting & Trend Analysis

- Time series basics
- Forecasting models
- Scenario planning

Module 9: Optimisation & Decision Models

- Linear programming
- Decision trees
- Business simulations

Module 10: Applied Predictive Analytics

- Predictive modelling basics
- Ensemble methods (Random Forest, Gradient Boosting)
- Regression
- Classification
- AutoML tools
- Business use cases

Module 11: Prompt Engineering for Business

- Effective prompts
- Use cases in analytics
- Prompt patterns for BI (analysis, comparison, summarisation)

Module 12: Reporting & Dashboards

- Real-time dashboards
- Dashboard summaries
- Generative AI assistants
- Automated KPI monitoring with alerting workflows
- Auto-generated hybrid reports: visuals + narrative + recommendations

Module 13: Marketing Analytics

- Channel performance (paid, organic, attribution basics)
- Campaign analysis
- Agentic AI for automated campaign optimisation

Module 14: Customer Analytics

- Customer Lifetime Value (CLV) and churn basics
- Segmentation
- Generative AI for customer insights
- AI-driven personalisation and engagement workflows

Module 15: Product Analytics

- Usage metrics
- Funnels
- A/B testing
- Agentic AI for automated product insights, alerts, and feature optimisation recommendations

Module 16: Financial & Risk Analytics

- Financial modelling
- Risk scoring
- GenAI for financial summaries
- Agentic AI for real-time fraud detection and risk mitigation workflows

Module 17: Supply Chain & Operations Analytics

- Inventory analysis
- Logistics KPIs
- GenAI for supply chain planning
- Agentic AI for autonomous inventory management and logistics orchestration

Module 18: HR Analytics

- Workforce planning and optimisation
- Attrition prediction
- Talent acquisition analytics
- Employee engagement and sentiment analysis (NLP)
- Performance management insights
- Generative AI for JD creation and resume screening
- Agentic AI for autonomous recruitment workflows and life cycle management

Note:

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

Start Your Learning Journey

Functional Applications

This programme does not just teach theory. It gives you the analytical knowledge and strategic frameworks required to navigate complex, real-world business scenarios across **various industries and functions.**

If you work in...	The actual "daily struggle"	The "post-AI" knowledge power
Analytics	“I spend more time cleaning data and updating dashboards than helping the business make decisions.”	The Autonomous Analyst: An AI-driven workflow that automates routine analysis, generates insights, and enables you to focus on solving business problems and driving decisions.
Marketing	"I’m running 5 campaigns, but I don't know which one is actually wasting money until the budget is gone."	The Profit Guardian: An AI agent that monitors campaign ROI every hour and automatically shifts budget to the winners.
Finance	"I spend my entire weekend reconciling spreadsheets just to find one entry that doesn't match."	The Error-Detector: A digital audit bot that scans 10,000+ rows instantly and highlights the 'why' behind every mismatch.
Operations	"I only find out we’re out of stock when a customer complains. I'm always reacting, never planning."	The Future-Sight Planner: AI that reads market "vibes" and supplier delays to tell you exactly what to order before you run out.
HR/People	"I have 500 resumes for one role and I’m terrified I’m going to miss the best candidate because I’m tired."	The Talent Assistant: A smart assistant that ranks candidates based on 'culture-fit' and drafts personalised interview questions for you.

Through real-world business scenarios across functions, the programme helps you apply analytics and AI to solve practical challenges and drive better business outcomes.

Validate Your Skills with an IIM Kozhikode Certificate

Validate your analytics and AI capabilities with a **certificate from the Indian Institute of Management Kozhikode (IIMK)**, one of India's leading management institutions.

Upon successful completion of the programme and achieving a minimum score of 70%, participants will receive a prestigious digital certificate from IIM Kozhikode. Showcase this credential on your resume, LinkedIn profile, and professional portfolio to demonstrate your proficiency in data analytics, GenAI, and AI-powered business decision-making.

No: xxxxxxxxx/##1

भारतीय प्रबंध संस्थान कोषिक्कोड

Indian Institute of Management Kozhikode

eMDP (Asynchronous)

Professional Certificate Programme

This is to certify that

Name of participant

participated and successfully completed the programme

Professional Certificate in Data Analytics for Business with Generative AI

(Start Date - End Date)

Programme Facilitators | Chairperson - MDP | Director

Notes:

- All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.
- A participant with less than 70% in the overall evaluation will not be awarded any certificate.

Learn from a Globally Published Thought Leader and IIMK Faculty

Prof. Sreejesh S.
Associate Professor, IIM Kozhikode

Prof. Sreejesh's primary research interests include marketing analytics, brand management, services marketing, and online marketing & advertising. His publications have appeared in Journal of Brand Management, Industrial Marketing Management, European Journal of Marketing, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, International Journal of Contemporary Hospitality Management, Internet Research, Journal of Product and Brand Management, Journal of Service Theory and Practice, International Journal of Bank Marketing, etc. He serves on the editorial board of the International Journal of Consumer Studies. He has also authored books of international repute with Pearson India and Springer International.

An Exclusive On-Campus Experience at IIM Kozhikode

- The Professional Certificate in Data Analytics for Business with Generative AI offers an **optional one-day networking event at the IIM Kozhikode campus**, providing participants with an opportunity to experience the institute's academic environment, connect with a diverse community of professionals, and engage with the IIM Kozhikode ecosystem beyond the online programme.

- Designed to complement the online learning experience, the event enables participants to interact with faculty, network with peers from different cohorts, and build meaningful professional connections. The optional on-campus event fee is INR 13,000 per day for twin-sharing accommodation and INR 15,000 per day for single accommodation.

Learning Journey

Orientation Week

The first week is orientation week. During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system and other learning tools provided.

Weekly Goals

As you begin the programme, meet your learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines.

Self-paced, Flexible Online Learning

Learn online via pre-recorded videos from renowned IIMK faculty in a high-impact, six-month journey with a learning commitment of 4-5 hours/ week. Faculty will not be a part of weekly live sessions or any other live interaction in this programme.

Live Doubt Solving Sessions

The programme features weekly live online sessions with industry practitioners/programme leaders who are available to help you clarify your doubts pertaining to the content. Assignments are graded either by programme leaders and/or by the Emeritus grading team.

Timely Follow up and Learning Support

The Emeritus Programme Support team will follow-up over emails and phone calls with learners who are unable to submit their assignments on time.

Programme Details

	Starting Date:	December 22, 2026
	Programme Duration:	6 Months
	Programme Fee:	INR 1,25,000 + GST / AED 5566
	Campus Immersion:	1-day optional on-campus event at an additional cost.*
	Eligibility:	Bachelor's Degree or Diploma 10+2+3

Notes:

- Any extra payment during the tenure of the programme will have to be borne by the students (such as arrear fees, registration fees, payment gateway charges and taxes, etc).
- The actual programme schedule will be announced closer to the programme start. GST (currently @ 18%) will be charged extra on these components. Additional convenience charges will be applicable on instalment payments
- *The optional on-campus networking event is a one-day programme that allows learners to connect with peers from different cohorts at the IIM Kozhikode Campus. The fee for this event is INR 13,000 per day as the optional in-campus fee for twin-sharing mode of accommodation and Rs. 15,000 per day for single accommodation.

About IIM Kozhikode

#3 NIRF India Ranking 2025, Management

Established in 1996, with its first Post Graduate Programme (PGP 01) officially initiated in 1997, 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.

About Emeritus

Emeritus partners with top global universities to offer accessible, high-quality online courses that empower professionals to upskill, innovate, and excel in their careers, with a focus on practical, real-world learning.

3,50,000+

Learner Base

Emeritus learner base spread across 80+ countries, is a testament to the wide-reaching impact of our future-focused programmes.

88%

Career Impact

The percentage of learners who state that an Emeritus program has had a positive impact on their career and professional development, with 9 out of 10 witnessing the impact within 12 months.

80+

Partner Institutions

We collaborate with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China to make world-class education globally accessible.

Apply for the programme here

APPLY NOW

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**

IIMK MDP Office Contact Details:
Phone Number: + 0495 2809557
Email Address: mdp1@iimk.ac.in

In collaboration with

EMERITUS

Erulearning Solutions Private Limited (a company incorporated in India) is a subsidiary of Eruditus Learning Solutions Pvt. Ltd (a company incorporated in Singapore), and operates under the brand name of 'Eruditus' and 'Emeritus'.