



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



# **General Management Programme – Management in The Era of Digital Disruption & Ai**

September 08 – 12, 2025



# Overview: General Management Programme – Management in the Era of Digital Disruption and AI

The Professional Executives in the early stages of their careers achieve success by their specific expertise in narrow functional/technical domains. From these specialized expertise-driven roles, they must move into generalist roles when they move up the hierarchy in an organization. Such transition requires different skill sets and more importantly different perspectives. One must be able to envision the business unit as a whole and integrate the functional inputs into a common whole. This programme aims to provide the broader vision, perspectives and skills of analysis and synthesis required to be a generalist. The programme would also help participants expose and confront their mental models of strategy and organizational leadership. In today's rapidly evolving business landscape, digital disruption and artificial intelligence (AI) are transforming industries, reshaping business models, and redefining leadership competencies. Executives who once thrived on deep functional expertise must now adopt a broader, more strategic perspective to drive organizational success.

The General Management Programme: Management in the Era of Digital Disruption and AI is designed to equip leaders with the skills, insights, and frameworks needed to navigate and lead in this new era. This programme provides a structured approach to understanding digital transformation, leveraging AI for competitive advantage, and developing Strategic Leadership capabilities required to drive innovation and business growth.

## Key Learning Outcomes:

- Develop a strategic, generalist mind-set to lead across functions in a digitally disrupted world.
- Understand the fundamentals of AI, data-driven decision-making, and emerging technologies.
- Learn how to drive digital transformation and business model innovation.
- Strengthen leadership, change management, and organizational agility in the face of disruption.
- Apply frameworks for integrating AI and automation into business strategies.
- Gain insights into ethical considerations and governance of digital and AI-driven organizations.





# Who Should Attend?

This programme is ideal for:

- Mid-to-senior level executives transitioning into general management roles.
- Business leaders looking to integrate digital and AI strategies into their organizations.
- Functional heads aiming to expand their leadership and strategic decision-making capabilities.
- Entrepreneurs and business owners navigating digital transformation.

## Programme Structure:

The programme follows a modular approach covering key areas such as:

1. Strategic Leadership & Decision-Making
2. Digital Disruption & Business Transformation
3. AI for Business Leaders
4. Analysing cross functional problems and designing solutions
5. Innovation & Creativity in Technology driven Operations
6. Organizational Agility & Change Management
7. Execution & Strategic Impact
8. Managing Stakeholder Expectations
9. Managing Threats from External Environment
10. Strategies for Managing Competition

## Pedagogy

The programme will use highly interactive pedagogical methods. It is expected that the participants actively contribute to the learning by sharing their insights during the class discussions and case studies. Developing unique insights and perspectives is possible only by challenging the dominant assumptions managers routinely use to frame situations and arrive at decisions. Case studies, simulations, exercises and activities as well as lectures, group work and participant presentations will form part of the pedagogy.

## Facilitator:



**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.



## Programme Fee:

Rs. 90,000 (Residential),  
Rs. 80,000 (Non-Residential).  
GST @ 18%

## Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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## Management Development Programme

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