



IIM Kozhikode

Globalizing Indian Thought

RECRUITER'S GUIDE



20 YEARS OF ACADEMIC EXCELLENCE | 1996 -2016









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About IIM Kozhikode

IIM Kozhikode is the 5th Indian Institute of Management to be founded by the Government of India in collaboration with the Government of Kerala in 1996. Architected by the Late Joseph Stein, Mani and Chowfla, the campus is set amidst one hundred acres of the scenic Malabar hills. It is an excellent example of how state-of-the-art engineering design can be combined with distinct regional architectural styles to produce aesthetically pleasing and functionally perfect structures.

Starting with a modest batch of forty two students in 1997, the institute boasts of admitting 385 students for its batch of 2016-18. Owing to its faculty and alumni, it has made its mark in the sphere of academics and research, and carved a niche for itself in the industry. It is the first IIM in India to have received the prestigious Association of MBAs (AMBA) accreditation enjoyed by international institutes like the London Business School, and INSEAD.

In addition to the Post Graduate Programme (PGP), IIM Kozhikode offers Fellow Programme in Management (FPM), Management Development Programme (MDP), Executive Post Graduate Programme – Kochi Campus and Executive Post Graduate Programme (EPGP). All these programs are highly sought after in the industry and several executives register for them every year.

Today, IIM Kozhikode is a name to reckon with in the international fraternity with its tie-ups with 33 foreign B-schools for the Students' Foreign Exchange program. In 2009, Yale University partnered with IIM Kozhikode for academic leadership development programs.

In 2011, IIM Kozhikode inaugurated the first ever Indian Business History Museum in the country, to inspire aspiring business entrepreneurs and show them the path to success through innovation, diligence and perseverance.

In terms of institutional rankings, it is ranked among the top B-schools in the nation, with world-class infrastructure and facilities. Recruiters consider IIM Kozhikode as a preferred destination because they can choose from a talented pool of students and also develop a long lasting relation with the Institute through various avenues of engagement.

IIM Kozhikode is the fastest growing B-school in India. Its growth trajectory sets it apart from other B-schools, and makes it a preferred choice for both students and recruiters.







AMBA Accreditation

In 2010, IIM Kozhikode was awarded the AMBA accreditation for the PGP and the EPGP programs. AMBA provides credibility to IIM Kozhikode's courses internationally, and drives the institute to keep its courses up-to-date and in tune with the international standards. This credibility will be used to propagate the Institute internationally and build on the aspects required to make IIM Kozhikode a truly global player in education.

- 1996 IIM Kozhikode, the 5^a Indian Institute of Management, was established in 1996 by the Government of India in collaboration with the Government of Kerala.
- 1997 The pioneer batch of 42 students began classes at the NIT Calicut campus.
- 1999 The first batch of IIM Kozhikode students graduated.
- 2000 The site for the hill-top IIM Kozhikode campus was identified. The first FDP was started.
- The construction of the campus began. Designed by the Late Joseph Allen Stein, Mani & Chowfla, the architecture is a harmonious blend of traditional regional influences and modern, functional style. The first MDP as well as the Executive Education Program on the Interactive Distance Learning (IDL) platform began.
- 2002 IIMK incubated the 'Center for Excellence' with the support of the SC/ST Development Department of Kerala, the only such initiative taken by any IIM to uplift the backward classes.
- 2003 IIMK moved to its own hill-top campus. Late President APJ Abdul Kalam graced the occasion. PGP admissions increased to 120.
- 2004 Started international collaboration with two leading European Schools ESCP-EAP, France and EBS, Germany.
- 2005 IIMK attracted international recruiters for the first time. The International Exchange Program was launched with three major universities.
- 2006 PGP admissions increased to 180. IIMK became one of the fastest growing B-Schools in India.
- 2007 IIMK was ranked as the fourth best management institute in India (Source: Business World, 24th December, 2007). IIMK started the Fellow Program in Management (FPM).
- 2008 PGP admissions increased to 261. Fourteen MDPs were held.
- 2009 PGP admissions increased to 290.
- 2010 Awarded the AMBA accreditation. The female ratio in the PGP admissions increased to 33%. PGP admissions increased to 311. Signed an MoU with Yale University to launch the Yale India Leadership program facilitating the establishment of the Centre of Academic Leadership (CEAL).
- 2011 IIM Kozhikode made history as the first B-school to host an entire cabinet of ministers. The management workshop titled 'Governance Insights for Transformation (GIFT)' was delivered to the Kerala cabinet by faculty led by Director Prof. Debashish Chatterjee.
- The Indian Business Museum was set up. PGP admissions increased to 356. Launched the journal IIM Kozhikode Society & Management Review.
- The female ratio in the PGP batch of 2013-15 increased to 54%, the highest figure across all IIMs. The faculty strength increased to 64. The first batch of the Executive Post Graduate Program students was inducted on April 6th in the IIM Kozhikode Satellite Campus Kochi. Number of Management Development Programs (MDPs) conducted increased to 84.
- The Batch of PGP 18 with an average work experience of 27 months was inducted. The second PAN IIM World Management Conference was held during November 5 8, 2014.
- 2015 Batch of PGP 19 was inducted. IIM Kozhikode was appointed as the mentor for IIM Amritsar
- 2016 20 Years of IIM Kozhikode. Batch of PGP 20 was inducted.

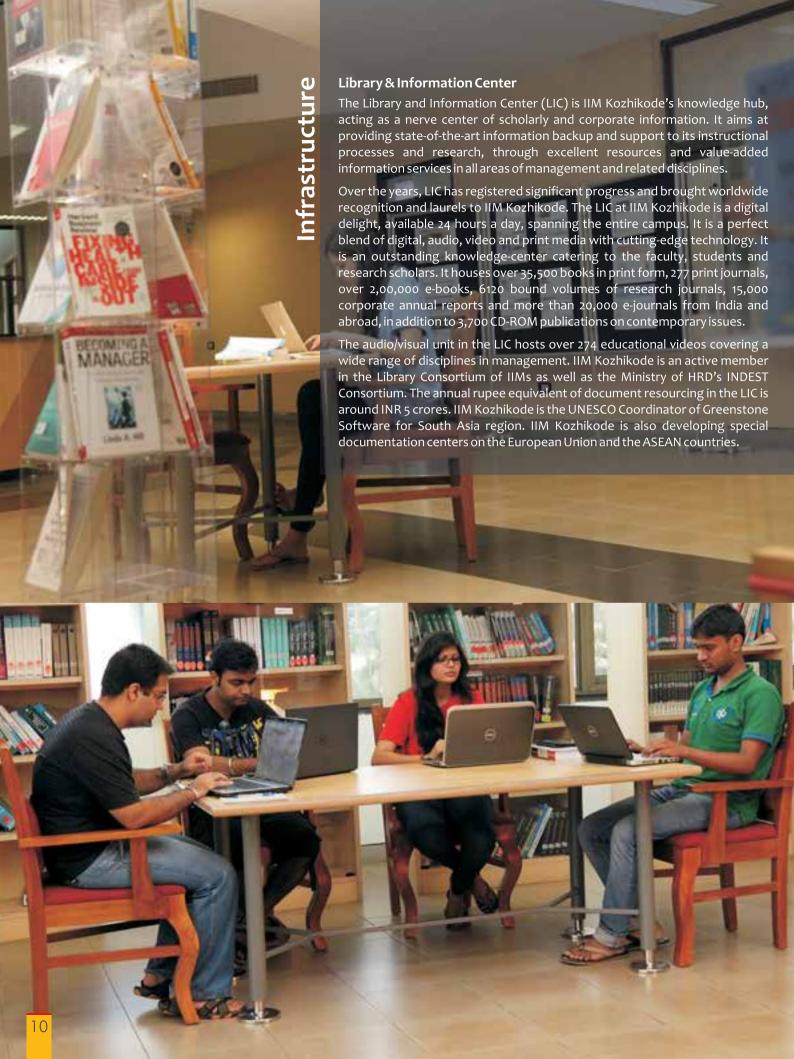
IIM Kozhikode had embarked on an ambitious program of establishing a Museum of Indian Business History, which is a first of its kind in India. This was a significant step in acknowledging the contribution of Indian business leaders in the making of India.

Our vision was to create a national museum of Indian Business History at IIM Kozhikode that will shape the aspirations of young entrepreneurs, and inculcate the spirit of innovation and business entrepreneurship among the students of IIM Kozhikode. The museum spans over 23,000 sq. ft., and has an outstanding collection of artifacts, sculptures, photographs, historical documents, letters, miniature models, video and audio recordings, digital repositories and books that showcase the wealth of Indian business history to the visitor. These exhibits have been segregated in a chronological order into the ancient, medieval, colonial, pre-independence, and post-independence periods.

Phase I of the museum was completed and the museum was inaugurated on 23rd March 2013 by the Hon'ble Union HRD Minister Dr. M. M. Pallam Raju. Over half a dozen top-level corporate houses from India have set up their exclusive pavilions in the museum. TATA, Godrej, Reliance, SBI, Infosys, GMR and FACT have made their contributions to the museum. It also has a RBI Gallery, and the Indian Space Research Organization Space Pavilion.

The theme of the museum was unveiled by Shri Oommen Chandy, the Chief Minister of Kerala, in the presence of the cabinet ministers and Prof. Debashis Chatterjee, the then Director of IIM Kozhikode.







Computing Facilities

We view information technology not only as critical infrastructure needed for supporting modern academic needs but also as a central component of the academic process itself. IT facilities at IIM Kozhikode include powerful computers that provide support for diverse computing requirements, access to bibliographic databases and archives for rapid retrieval of relevant information and for updating and disseminating academic and research material.

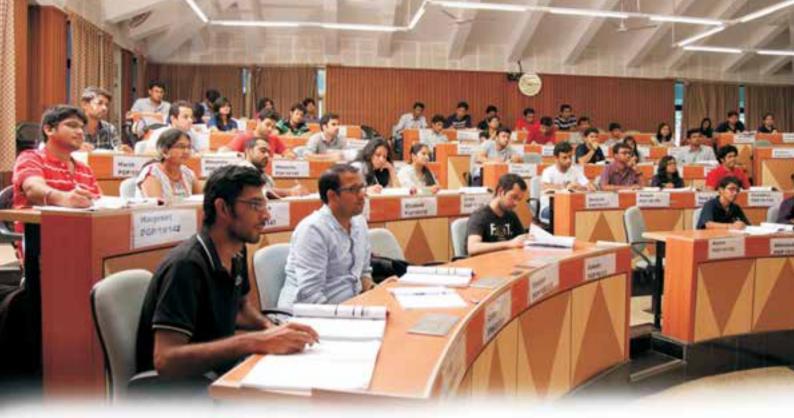
Computer Centre (CC) provides distributed and clustered computing facilities across the campus through a wired and wireless backbone running across the campus. The campus is fully Wi-Fi enabled. A wide range of latest software tools and office automation packages are available for the IIM Kozhikode fraternity.

We have state-of-the-art video conferencing facility which connects us remotely to the outside world. IIM Kozhikode is also connected to the prestigious National Knowledge Network (NKN). The academic environment at IIM Kozhikode makes extensive use of modern technology to supplement the conventional classroom based teaching. At IIM Kozhikode, we have created a virtual classroom environment using an Open Source Course Management System called Moodle LMS to support teaching and learning.

The PGP Web Portal, which acts as a single point of communication between PGP Office, faculty members and students contains information about student policies, course outlines, term wise course grades, PGP related notices etc.

The Institute is committed to provide state of the art IT facilities and services to the IIM Kozhikode user fraternity. The computing facilities and services are not only continuously improved but are also enhanced so as to meet the increasing demands of the increasing user base.





Creating Socially Responsible Managers

PGP

The two-year Post-Graduate Program in Management is the flagship educational program preparing young graduates for senior level positions in the industry. In the first year, students undertake 61 credit foundation courses in various functional areas, followed by 8-10 weeks of summer training in various business organizations.

The second year comprises of a wide range of elective courses across verticals. Students undertake 42-52 credit courses. Some of the courses are of two credits (twenty class contact hours) and others of three credits (thirty class contact hours).

The program lays greater emphasis on knowledge assimilation and its effective use than on its mere reproduction. Instructors choose from multiple pedagogical tools including lectures, case studies, exercises, role-plays, simulation, video shows etc. to facilitate effective learning in their courses. The evaluation system is rigorous comprising quizzes, assignments, mid-term and end-term examinations. The program also lays emphasis on learning through requirements of library-based self study, group work, open-ended discussions and real life projects. The students inculcate the spirit of 'dream-innovateachieve' and imbibe social concern as an integral part of the learning process.

Consistent with the Institute's goal of creating business leaders who are socially and environmentally responsible, each student is required to provide active planning and execution inputs to non-profit organizations. The students also undertake compulsory courses on Business Ethics, Social Transformation of India and Environmental Management in their first year.

The Social Development Project

The Social Development Project (SDP) begins at the end of the first year of the Programme and runs through the entire programme duration of each student in the Institute. The objectives of the social development project are to broad base management education and practice and to orient the students to appreciate the larger socioeconomic and political conditions in the country. Specifically, the objectives are to:

- Bridge community-institution gaps.
- Enable the students to appreciate, understand and to extend their skills to the management of public services and resources and
- Develop an orientation for providing solutions to problems and issues faced in the management of public utilities, institutions and services.

Compassionate Kozhikode

A team of four students developed a Master Plan and a sustainable solution for cleaning, beautifying and maintaining the Kozhikode beach. The team had worked under the tight deadlines given by the





Aligning Curriculum towards Corporate Social Responsibility

As a part of first year curriculum, students are exposed to courses like Business Ethics, Environmental Management and Social Transformation in India. These courses aim at all-round development of the students and make them aware of their responsibility towards the society. They equip them with sound knowledge to develop an open mind and create a broader perspective towards various social, economic, moral, religious and environmental issues. Through these courses, the students are urged to evaluate the ethical implications and make socially conscious decisions aimed towards sustainable development.

Aditya Birla Scholarship

Central sector Scholarship for SC students Offered by the Ministry of Social Justice and Empowerment

Central sector Scholarship for ST students Offered by the Ministry of Tribal Affairs

National Handicapped Finance and Development Corporation scholarship

Devang Mehta Business School Awards

IIM Kozhikode Merit Scholarship

IIM Kozhikode Need-Based Scholarship

Merit cum Means Scholarship

NTPC Scholarship

OP Jindal Management Scholarship

Pratibha Scholarship Offered by Government of Andhra Pradesh

Rajarshi Sahu Maharaj Scholarship Offered by Government of Maharashtra

Sir Ratan Tata Trust Scholarship

Societe Generale Global Solution Centre Pvt. Ltd. Scholarship

Social Transformation in India
Organizational Behaviour
Managerial Communication
Management Accounting
Micro Economics
Quantitative Methods
Marketing Management

Business Ethics
Financial Management

Business Computing

Macro Economics
Operations Management
Operations Research
Business Laws
Strategic Management
Environmental Management
Human Resources Management
The Indian Economy

ectives

Economics

Game Theory
Business & Government
Econometrics for Business

Public Policy Analysis: Frameworks & Applications

Finance, Accounting & Control

Financial Reporting & Analysis
Financial Derivatives
Strategic Financial Management
Mergers, Acquisitions & Corporate Restructuring
Project Finance
Strategic Cost Management
Fixed Income Securities

Financial Risk Measurement and Management Management of Financial Services Investment Analysis and Portfolio Management Commercial Bank Management Hedge Fund Strategies

Corporate Valuation

Marketing

Strategic Marketing
Business to Business Marketing
Marketing of Services
Consumer Behaviour
Integrated Marketing Communication
Product Policy and Brand Management
Retail Management
Rural Marketing
Advanced Methods in Marketing Research
Personal Selling

Sales and Distribution Management

Humanities & Liberal Arts

Globalization and Culture
Communication as Impression Management
Cross Cultural Communication
Industrialization: Perspectives from World History
The Origins and Character of Multinational
Corporations:
A Global View



Information Technology & Systems

Business Intelligence Systems Enterprise Resource Computing

E- Business

IT Risk Management

Cloud Computing for Business

Ethics in IT

Planning and Designing the Information Environment

IT Strategy

Healthcare Management with IT Management of IT Product & Services

Computational Advertising

Green & Sustainable Computing

Organizational Behaviour and Human Resource Management

Negotiations & Conflicts Resolution

Discovering Self

Organization Change & Development

Compensation & Reward Management

Legal Aspects of Human Resource Management Leadership: Applied, Conceptual and Evolving

Management Consulting: Profession & Practice

Behaviourial Analytics

Effective Hiring Skills

Strategic HRM

Performance Management

Learning & Development

Managing Employee Relations

Creativity & Innovation by Design

Talent Management

Quantitative Methods and Operations Management

Supply Chain Management Project Management

Six Sigma

Services Operations Management

Operations Strategy

International Logistics

Lean Systems

Green Business

Strategy

Strategic Analysis of Joint Ventures and Alliances

Entrepreneurship and New Ventures

Economics of Strategy

Mergers, Acquisitions, Joint Ventures and

Corporate Growth

Strategy Implementation

Strategic Flexibility and Resource Leverage in

Organizations

Strategic Management of Innovation

Business Models for the 21st Century

Corporate Governance & Social Responsibility

Strategic Analytics: Insights from Sport

Competitive Strategy – The Game of Poker

Inter Disciplinary

Pricing

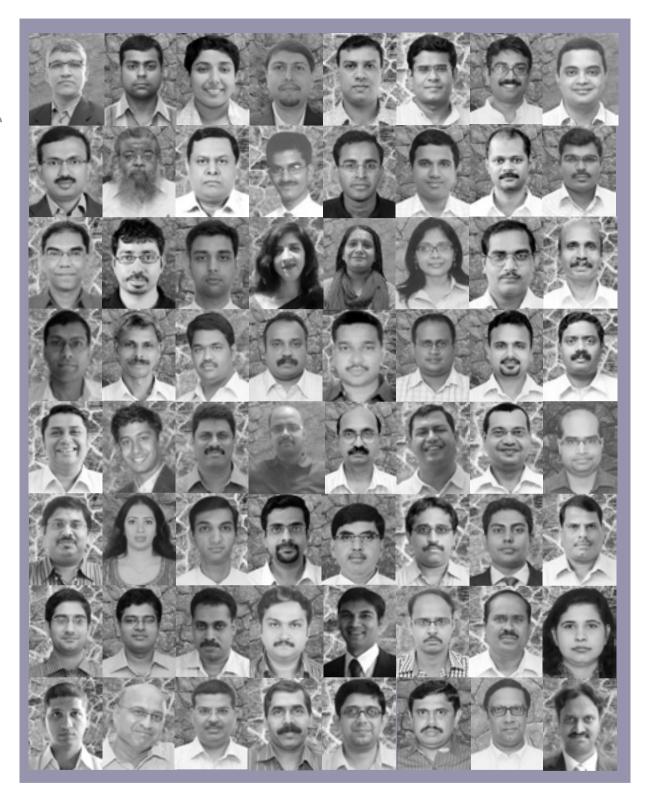
Compulsory Workshop

- Entrepreneurship Workshop (Term IV)
- Consultancy workshop (Term IV)
- Leadership Workshop (Term VI)

Compulsory Course

International Business (Term IV)







ECONOMICS

Kausik Gangopadhyay

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Kulbhushan Balooni

Ph.D. (Sardar Patel University)

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Rudra Sensarma

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Saptarshi Purkayastha

Ph.D. (ICFAI University)

Sumit Mitra

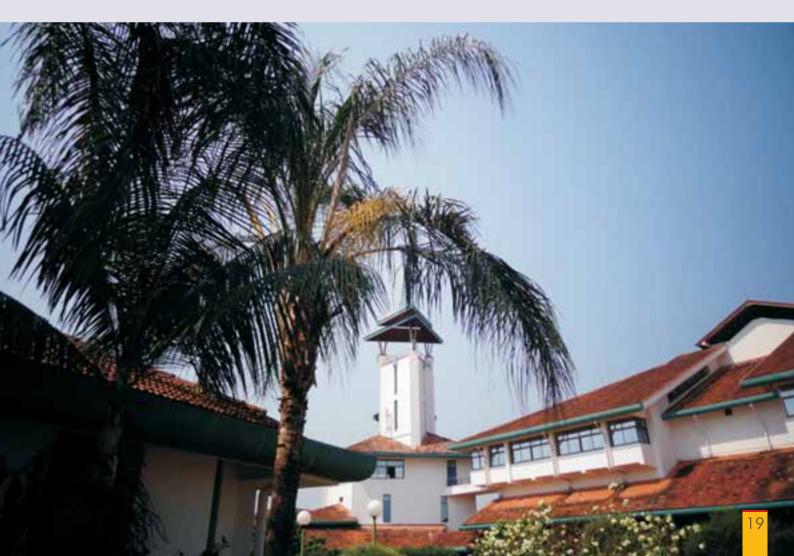
Fellow (IIM Ahmedabad)

Suram Balasubrahmanyam

Ph.D. (IISc. Bangalore)

S. Subramanian

Ph.D. (ICFAI University)



IIM Kozhikode has a comprehensive Student Exchange Program, partnering with many reputed institutes in different countries. Many students of the second year participate in the program and students from affiliate partners also spend a term at IIM Kozhikode and are comprehensively integrated with campus activities. The exchange program exposes students to innovative pedagogical techniques, sensitizes them to cross-cultural issues and provides them with a setting to test their skills in a global environment – all very crucial for today's global managers. The partner universities for the International Exchange program at IIM Kozhikode include:

Abu Dhabi University, Abu Dhabi Asian Institute of Technology, Thailand Audencia Nantes School of Management, France Bocconi University, Italy Catolica Lisbon School of Business and Economics, Portugal College of Commerce, National Chengchi University, Taiwan Cyprus International Institute of Management, Cyprus EDHEC Business School, France EM Strasbourg Business School, France ESCP, France ESSCA School of Management, France European Business School, Germany Foreign Trade University, Vietnam Group ESC Troyes, France ICN Business School, France IESEG School of Management, Lille, France ISCTE University Institute of Lisbon, Portugal Jean Moulin Lyon 3 University, France Jonkoping International Business School, Sweden Kedge Business School, France Leeds University Business School, UK Leipzig Graduate School of Management, Germany Management Center Innsbruck, Austria National Tsing Hua University, Taiwan Neoma Business School, France Norwegian School of Economics, Norway Plymouth University, United Kingdom Sabanchi University, Turkey Sungkyunkwan University, Korea Telecom E Cole De Management, France TuDelft University of Technology, Netherlands Universite du Quebec a Montreal, Canada University of Lausanne, Switzerland Victoria University of Wellington, New Zealand Yale University, US





Other Programs

- Executive Post Graduate Program (EPGP)
- Executive Post Graduate Program in Management (Part-Time)(EPGP-PT) Kochi Campus
- Executive Post Graduate Certificate in Strategic Management (EPGCSM)
- Executive Post Graduate Certificate in Financial Management (EPGCFM)
- Executive Post Graduate Certificate in Marketing Management (EPGCMM)
- Executive Post Graduate Certificate in Human Resource Management (EPGCHRM)
- Executive Post Graduate Certificate in Operations Management (EPGCOM)
- Executive Post Graduate Certificate in Information Technology Management (EPGCITM)
- Fellow Program in Management (FPM)
- Faculty Development Program (FDP)
- Management Development Program (MDP)





Life @ IIMK

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Committees, Clubs and Interest Groups

The Committees

Students' Council (Studcon)

Social Service Group (SSG)

Public Relations Cell

Backwaters Committee

Cultural Committee (CulCom)

Industry Interaction Cell (IIC)

Sports Committee (SportsCom)

Alumni Committee (AlCom)

Konquest

Entrepreneurship Cell (E-Cell)

Infrastructure Committee

IT Committee (ITCom)

Merchandising and Design Committee (MadCom)

Calicut Marathon Committee (CalMar)

Clubs

Atharva: The Quiz Club

Pro-Lit-Cult: The Literary And Debating Club

K-Matinee: The Movie Club Krescendo: The Music Club Theatrix: The Dramatics Club Tripod: The Photography Club Footvibes: The Dance Club K-Dio: The Campus Radio Kalakriti: The Arts Club

The Interest Groups

Omega (Operations Interest Group)
Konsult (Consulting Interest Group)
Abakus (Technology Interest Group)
mPower (Marketing Interest Group)
Financially Yours (Finance Interest Group)
HRiday (HR Interest Group)
Economics, Politics and Society



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Horizons

The annual management conclave of IIM Kozhikode, Horizons is organized by the Industry Interaction Cell (IIC). It brings together industry leaders from diverse sectors and offers a unique opportunity to students to learn from some of the leading minds in the country.

Horizons 2016, the fourteenth edition of the flagship event saw an eclectic mix of speakers from the corporate world and the field of public policy. With a motto of "Dare, Dream and Deliver" and a theme of "leadership unbound", the conclave strived to align creative ideas from management students across the country with the practical wisdom and experience of seasoned speakers.

Speakers:

- **Dr. E Sreedharan**, Retired IES Officer
- Ms. Deepa Thomas, General Manager, Mahindra
 & Mahindra
- Mr. Siddhant More, Co-Founder, Mad Over Marketing
- Mr. Vijay Gopalan, Ex-CFO, Air Asia India
- Ms. Shoaib Ahmed, President, Tally Solutions
- Mr. Pradeep Kashyap, Founder and CEO of MART

Vertical Summit

IIC organizes Vertical Summit, a premier talk series involving speakers from each domain including Marketing, Consulting, Finance, Operations, IT, and Strategy, all on the same platform. Aimed primarily towards the students of first year, this event is designed keeping in mind the need of the students

to be well informed and to have practical insights into each domain at the onset of making a career choice.

Speakers:

- Mr. Saurabh Mukherjee, CEO, Ambit Capital
- Mr. Ram Periyagaram, Partner, Pricewater house Coopers India Ltd.
- Mr. Ganesh, Vice President, Dr. Reddy's Laboratories
- Mr. Prahlad Karnam, Management Consultant, IBM
- Ms. Amit Gupta, Area Sales Manager, Idea Cellular
- Mr. Vinod Sankaranarayanan, Project Manager, Thoughtworks

TEDx IIM Kozhikode

Backwaters in association with Industry Interaction Cell (IIC) organized TEDx IIM Kozhikode. TEDx is an independently organised TED event wherein accomplished individuals from various walks of life deliver talks to inspire, motivate and empower the community. The theme for this year's event was "Uncharted Territories".

Speakers:

- Mr. V. S. Sudhakar, Co-founder of Big Basket and MORE retail
- Mr. Arunabh Das Sharma, President of Times Group
- Ms. Malvika Iyer, Bomb blast survivor and motivational speaker
- Ms. Archana Sardana, Skydiver, Base jumper
- Mr. Prasanth Nair IAS, District Collector, Kozhikode



Guest Lectures and Workshops

IIM Kozhikode also hosted a number of workshops and guest lectures around the year. Notable names from the industry shared current industry challenges and practices.

- Prashant Parameshwaran, Head, Consumer Insights, General Mills
- Mr. Anil Nayak, Director- Risk Analytics and Reporting for Credit Suisse Bank
- Mr. Sandeep Tyagi, Director HR- Samsung
- Dr. Pawan Agarwal, Mumbai Dabbawala Fame
- Deepa Thomas, Head of Corporate Communications & Pop Culture at eBay India
- E Sreedharan, Managing Director of Delhi Metro
- Subramanian Swamy, Economist, Author, Politician
- Sunder Madakshira, VP, Marketing and Communications, SAP Labs India
- Shruthi Challa, Indian-American entrepreneur, adviser and international public speaker
- Mansoor Khan, Director, Producer and Author
- Malli Mastan Babu, IIM Calcutta and IIT Kharagpur alumnus, world renowned mountaineer
- Industry Analysis Workshop, WeFaculty
- Abhilash Tomy, Commander of the Indian navy, First Indian to circumnavigate the globe solo and non-stop
- Mr. Siddhant More, Co-Founder, Mad Over Marketing
- Mr. Tim Eddy, Global Vice Chair, Ernst and Young

Backwaters

Backwaters is the National level - Annual management festival of IIM Kozhikode. Similar to how the backwaters of Kerala historically served as the conduits of trade and business, the event helps students channelize their intellect and business acumen and compete with B-schoolers from all over India and abroad in a series of well-designed and industry relevant events. There are events across the six verticals (Finance, Marketing, Strategy, Operations, Information Technology and Human Resources) as well as spot events where the participants have to think on their feet to come up with innovative solutions to the tasks and challenges they are exposed to.

The three days of Backwaters also entails a series of workshops, talks and debates featuring eminent business and social personalities. Students get exposure to the latest trends and innovations in management through interaction with the guest speakers and other experts invited on the campus. In essence, Backwaters compliments the daily academic program of IIM Kozhikode by giving the students avenues to put to practice their theoretical understanding as well as link their knowledge base with the real world.



Sangam and Nostalgia

The Alumni Committee acts as the bridge between the past and the future and networks with the alumni to bring them closer to the students by organizing workshops and lectures and facilitating one-on-one interactions.

The two major events organized by Alumni Committee are Sangam and Nostalgia. Nostalgia, the annual Alumni meet, is the flagship event of the Alumni Committee and is held in late-January. An evocative event that marks homecoming, celebration and unparalleled joy of communion with the alma mater, it is an ideal opportunity to renew old bonds, foster new ties and relive the magical moments all over again.

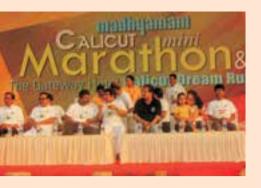
Sangam is the annual Alumni-Student Meet which is held across 7 Indian and 4 foreign locations in May. It provides a platform for the Alumni to reconnect, and for the current students to form meaningful connections with their seniors in the industry, thereby narrowing the gap between the academia and the corporate world.

The Alumni Committee has also introduced a networking platform for the Alumni- "Kasebook", designed to connect, converse and conceptualize ideas with all those connected to IIM Kozhikode. It's different features helps people to reconnect, energize and co-create with fellow mates and the featured column puts the spotlight on some of the star achievers amongst the alumni of IIM Kozhikode.

















Calicut Mini Marathon

Started in 2010 with the aim of generating social awareness on issues plaguing our society and providing a platform for civic engagement, Calicut Marathon has since grown into one of Kerala's biggest sporting events. This event is a celebration of sportsman-spirit and the passion to run for a cause. Supporting different themes over the years, 'War on Waste', 'Be the change', 'Transforming lives', 'Empowering Women', 'Organ Donation' and 'Road Safety', Calicut Marathon, organized by IIM Kozhikode, joins hands with NGOs, district administration and civic authorities to become an essential cog in the wheel of change.

The seventh edition, organized in association with the District Administration of Calicut, was on the theme 'Compassionate Kozhikode' and saw 4000+ marathoners running shoulder to shoulder on 28° February 2016 starting from the Calicut beach. The uniqueness about this initiative is not just organizing the marathon but using it as a platform to identify a crucial issue in the society, collaborating with corporate houses, schools and colleges in spreading awareness and sensitizing the public. For the marathon, a lot of lead up events are organized every year that bring together people from all walks of life; like running workshops, sand art, flash mob and competitions for college students.

Echoes

The Cultural Committee organized Echoes, the annual cultural event of IIM Kozhikode in the last week of January, 2016. The theme for the year was 'Carnival' and all the events and activities revolved around the same. Echoes 2016 witnessed participation from numerous colleges across India and was supported by a strong network of sponsors. However, the biggest highlight was the event, "Campus Princess", a road to Miss India, where the audition was judged by Miss India 2014, Koyal Rana. Adding to the grandeur of the fest were the scintillating performances by Aditi Singh Sharma and Nikhil D'Souza. The final event "Rampage-the fashion show" was marked by the crowning of the Zella Diva who received a diamond ring from Zella Diamonds.

Echoes is known for its numerous lead up events which accelerate engagement prior to the actual event. This year, events like 'Picture This' a photography competition, 'Dubsmash', a video dubbing event, and 'Memefy', a meme making competition were conducted which saw participation in huge numbers.

With events across 8 categories, Echoes 2016 witnessed participation from various parts of the country and amidst the hustle bustle of academic schedules, an aura of glitz and glamour prevailed across the campus. The 29th-31st of January changed the lives of all, for a whole set of people, the charisma of Echoes 2016 was an eye opener to the classy culture of IIM Kozhikode, while for the rest, it was an avenue to create vibrant and fond memories to be cherished for a lifetime.

E-Cell

Start'O'Sphere (Global Entrepreneurship Summit)

Ideas take birth every second everywhere, but very few of them pass the test of time. We at E-cell, IIM K understand this and wish to create a platform where these ideas get a chance to grow. Start-O-Sphere is a global entrepreneurship summit, which connects emerging entrepreneurs with business leaders from national and international organizations. The aim of the summit was to create a platform for providing networking, hiring and funding opportunities for the stakeholders in the entrepreneurial ecosystem with an emphasis on IIM Kozhikode startups and startup enthusiasts. Mr. Gagan Arora (Ex-CEO Printvenue), Ms. Kanika Tekriwal (Founder Jet Set Go), Mr. Murugavel Janakiraman (CEO Bharat Matrimony Group) and Mr.Pranav Kumar Suresh (CEO Startup Village) were the key speakers.

Economic Times has featured IIM Kozhikode as the 3rd best premier B-schools driving entrepreneurship in India.

Laboratory in Entrepreneurial Motivation Workshop

If anyone has read the book 'Stay hungry, Stay foolish', one would come across a chapter titled 'The Alchemist'. It is about the success story of **Prof. Sunil Handa**,







an alumnus of IIM Ahmedabad. According to the book, "From a hard-nosed businessman to an educational entrepreneur, his is a fascinating journey."

The students of IIM Kozhikode had the unique opportunity to engage in one to one interaction with Prof. Sunil Handa in this workshop. This workshop aims to guide the student about the world of entrepreneurship and tries to deal with their queries like how, when and why to enter into this world.

Building Better Businesses

A series of workshops and guest lectures for guiding and imparting skills for starting new ventures for IIM Kozhikode students. Workshops covered areas like problem identification and its explaining business models (through Business Model Canvas), financial evaluation of B-plans, elevator pitch, understanding of who funds whom and how Start-ups are taken from ideation to execution level. This activity is conducted in collaboration with different committees and interest groups of IIM Kozhikode.

K-Starter

The Entrepreneurship Committee (E-Cell) of IIM Kozhikode conducts an engaging series of meet-ups among the students. The sessions are targeted at inducing discussions on entrepreneurship, the next big thing, the skills needed to tap the opportunities of the future etc.

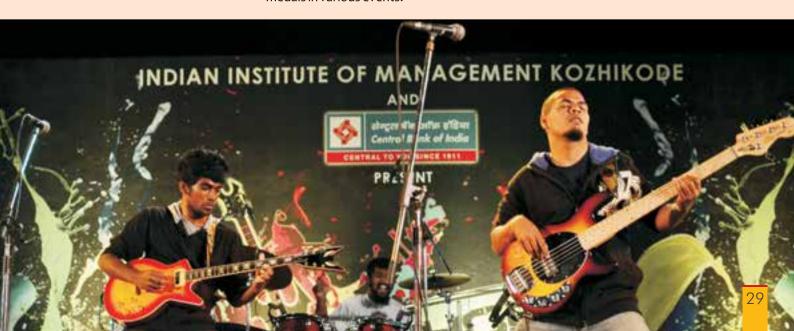
Networking

With the intent to place IIM Kozhikode's E-Cell in a pivotal position, networking rounds have been initiated, providing the students of IIM K an exposure to investors, mentors, legal experts and incubation centers across the country. This year too, emphasis has been to reach out, network and develop long-term relations with the leaders in the industry.

Sangram 2015

IIM Kozhikode hosted the annual sports meet of IIM Bangalore, IIM Kozhikode and IIM Tiruchirappali during the period 13th to 15th Nov 2015. The meet saw a participation of 240 students from IIM Bangalore and IIM Tiruchirappali and 150 students from IIM Kozhikode.

Sangram is the flagship inter-IIM sports meet at IIM Kozhikode, where a healthy sporting rivalry between IIM Kozhikode, IIM Bangalore and IIM Tiruchirappali is relived every year. Started in 2004 as an annual event between IIM Kozhikode and IIM Bangalore, from 2012 onwards Sangram has seen participation from IIM Tiruchirapalli as well. Being hosted by IIM Kozhikode and IIM Bangalore every alternate year, this event gives a platform to all the sports enthusiasts from the three leading institutes, to build stronger bonds amidst a healthy competition. An epitome of sportsman spirit, Sangram acts as a team building activity for the students of all the three institutes. This year, IIM Kozhikode was the host institute, and won 9 gold, 10 silver and 2 bronze medals in various events.







Placements

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This year had 360 students participating in the placement process with 370 offers being made to them. The average annual compensation figure for this year stands at 17.1 lakhs per annum. A total of 119 recruiters participated in the Final Placements.

The highest domestic salary was INR 37 lakhs per annum. The number of Pre-Placement offers in the year was 66. The major recruiters this season were Goldman Sachs, IBM Consulting, KPMG, Samsung, Snapdeal and Vodafone, who made a total of 73 offers.

New recruiters included Accenture Strategy, Axis Bank, Bluestone, Britannia, Cinepolis, Future Group, HP, Heinz, Hexaware, Idea, Infosys Management Consulting, InMobi, Lenovo, Snapdeal, Tata Communications, The Royal Bank of Scotland and ZS Associates, among others.

Finance firms made offers to 21% of the batch with prominent recruiters like American Express, Axis Bank, Citibank, CRISIL, Dell, Deutsche Bank, Edelweiss, Fidelity, Goldman Sachs, HP, HSBC, ICICI, ICRA, J. P. Morgan, Nomura, SBI, The Royal Bank of Scotland, and Yes Bank offering roles in Investment Banking, Risk Analysis, Global Investment Research, Commercial Banking, Indian and International Financial Institution Management and Cards Management.

Catamaran Ventures, the venture fund backed by Mr. NR Narayana Murthy, also participated in the hiring process for the first time at IIM Kozhikode this year.

Sales and Marketing domain saw 27% of the batch securing offers in companies like Arvind Lifestyle, Bajaj Auto, Bluestone, Britannia, Coffee Day Beverages, HCCB, GSK Pharma, PepsiCo, Hansa Cequity, Heinz, HUL, Idea, ITC, Lenovo, Marico, Mogae Media, Nestle, People Interactive, Pidilite, Raymond, Samsung, Snapdeal, Tata Steel, and Vodafone.

Diverse roles in the Consulting domain were offered by Accenture Strategy, Avalon Consulting, Cognizant Business Consulting, Deloitte, EXL Services, Genpact, IBM, Infosys Management Consulting, KPMG, MuSigma, Paramount, and ZS Associates to 28% of the batch.

Roles in General Management were offered to 7% of the batch by Airtel, Aditya Birla Group, Altisource, Bosch, Future Group, Godrej, ICICI Prudential, Mahindra Group, Philips, Reliance, RPG, Snapdeal, TAS and Tata Communications. InMobi, the mobile advertising company, offered a niche profile in General Management, recruiting a student to be a part of the founder's staff.

In the Strategy domain, Ananda Bazar Patrika (ABP Group) and Cipla offered notable roles. Students were handpicked for niche roles in Financial and Marketing Strategy by Mr. George Muthoot, Chairman of Muthoot Finance. Roles in Operations were offered by Amazon, Asian Paints, Flipkart and Snapdeal.

The technology, business intelligence and allied fields vertical included companies like Asian Paints, Accenture Technology Solutions, Capgemini, Google, HCL, Hexaware, HUL, Indus Valley Partners, Mahindra Comviva, Matrimony.com, Microsoft, Mindtree, Mphasis, TCS and Wipro.

Companies making international offers included Tolaram Group and Paramount Systems, with roles being based out of Africa and the Middle East. Two students from the batch of 2015 opted to sign out from the Final Placements this season; they plan to undertake higher studies and entrepreneurship ventures respectively.

Final Placements 2016





Highest Domestic Salary (LPA)



22.5 Sales & Marketing

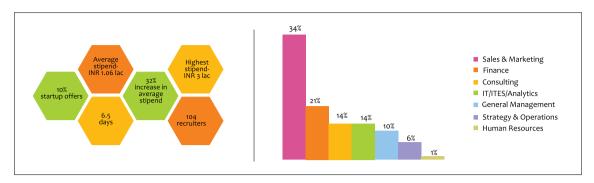


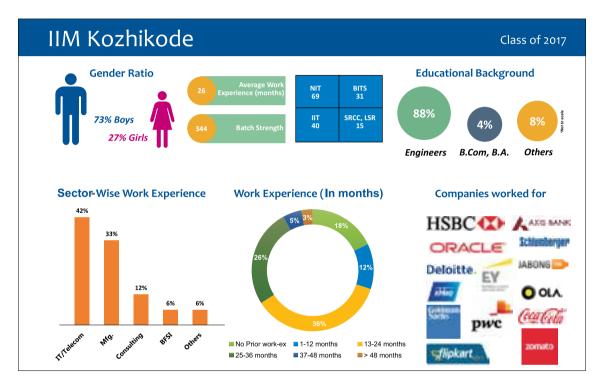


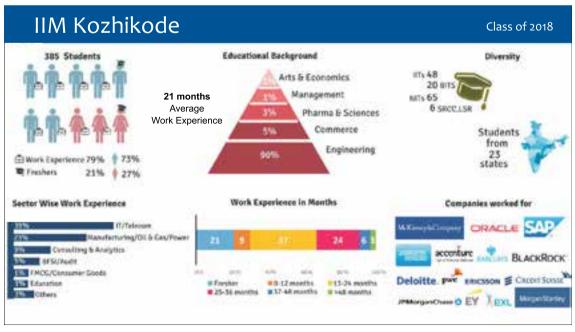


23.5 IT / ITES / Analytics

Summer Placements 2016









ccolades

Aditya Birla Scholarship

Airtel iCreate

American Express Centurion Challenge

Asian Paints Canvas

Citigroup Citi Women Leader Award

Crisil Young Thought Leader Award

Deloitte Maverick

Godrej LOUD

Harvard Business Review/McKinsey M-Prize forManagement Innovation

HUL LIME

JPMC 'The Deal'

Mahindra War Room

OP Jindal Engineering & Management Scholarship

Philips Blueprint 2014

RPG Blizzard

Tata Business Leadership Awards

TATA Crucible Business Quiz

Tata Steel-a-thon

Titan Elevate

Winner

National Finalists

National Finalists

National Qualifiers

National Winner

National Winner

National Finalists

National Winner

Winner

National Finalists

National Finalists

National Qualifiers

National Finalists

National Finalists

National Finalists

National Finalists

National Winner National Finalists

National Finalists

Summer Placements

The Summer Recruitment process is carried out during the month of October and summer interns start their internships at the end of the third term. The internship lasts for a minimum of eight weeks (April and May) in the following year. The summer process is a unique experience for students and several companies prefer internships over interview-based final recruitment as a more comprehensive method of evaluating potential employees. Trends from previous years indicate recruiters' preference towards rewarding deserving candidates by getting them on-board through the PPO route based on the performance in the summer internship.

Lateral Placements

Lateral Recruitment process provides an opportunity for the students to leverage their prior work experience and negotiate with the organization for a designation higher than that of a management trainee or an entry role management graduate. Companies benefit by gaining from the added advantage of accessing a rich talent pool with relevant exposure to the respective industry. The minimum work experience criteria for this year's lateral placements process is 20 months

Final Placements

Final Recruitment process is conducted at the end of the second year. During the final recruitment process, companies are allotted slots based on a structured slotting process. The process will start in the month of January. Students who get offers during lateral placements will be automatically signed out of the placements process and will be unavailable for final placements. A student, on getting an offer during the final placements process, is signed out of the process.

Video Conferencing Facility

The Institute is equipped with a state-of-the-art, in-house two-way video conferencing facility. The facility can be used for conducting selection processes if visiting the campus is not feasible for recruiters (especially in case of international recruiters). The facility has been used in the past, and recruiters have expressed pleasure with the quality of interaction.

Recruitment Fee Structure for Placements 2015-16

IIM Kozhikode charges companies participation and recruitment fees that are dependent on the type of the placements process (Laterals/Finals), the offer (Foreign/Indian) and the number of recruits. The amount shall be communicated to companies directly by the Placements Office. IIM Kozhikode being an educational institution wholly financed by the Government of India, is exempted from income tax under section 10 (23c) (iii ab) of the I.T. Act and therefore no tax need be deducted at source during the payment of the fees

SUMMER PLACEMENTS (October 2016)

What

An eight-nine week long internship at the organization provides students and organizations a mutual learning opportunity.

How

Step 1 (September, 2016 1st week onwards)

Companies make a PPT outlining the various roles/projects on offer during summers.

Step 2 (September, 2016 last week onwards)

Based on students' preference, the company's slot is confirmed by the Placements Committee. Resumes of interested candidates are sent to the company, and thereafter the shortlists are provided.

Step 3 (October, 2016 1st week onwards)

Companies arrive on campus and after conducting their selection process, make offers to the students according to the manner prescribed for their slot.

Step 4 (April, 2017 to June, 2017) Students undertake their internship lasting 8-9 weeks.

Step 5 (June, 2017 to November, 2017)

Companies can offer PPOs during this time period, the acceptance of which shall be communicated at the end of Final Placements.

LATERAL PLACEMENTS (December 2016)

What

An avenue for companies to recruit students with substantial relevant work experience. The company can specify the candidates who they wish to interview.

How

Step 1 (November, 2016 2nd week onwards)

The company makes a PPT to the students interested and eligible to participate in the process.

Step 2 (December, 2016 2nd week) Resumes of interested candidates are sent across to the company, which then reverts with a shortlist. Companies conduct interviews in campus, at the end of which offers are made to candidates. Candidates must decide on acceptance before the company leaves campus.

Step 3 (December, 2016)

Final acceptance of the offers are communicated to the company.

Step 4 (April, 2017)

Students who have finally indicated their acceptance of the company's offer are available to join work from April.

FINAL PLACEMENTS (January 2017)

What

Final Placements is an avenue for companies to pick future business leaders from one of the richest management talent pool in the country.

How

Step 1 (November, 2016 2nd week onwards)

The company contacts the Placements Committee, schedules a date and makes a PPT to the interested students who are eligible to participate in the process.

Step 2 (December, 2016)

The resumes of interested candidates are sent to the company. The company in turn reverts with a shortlist. The company's slot in the placement process is confirmed by the Placement Committee. The slot is determined by the students with the help of a democratic slotting process.

Step 3 (January, 2017 2nd week onwards)

The placement process begins. Selection processes of various participating companies are organized slot wise. Recruitment processes of companies in the same slot progresses in parallel.

Step 4 (April, 2017)

Final acceptance of the offers is communicated to the company and the students are available to join work from April.

зМ ABG ABP Accenture Accenture Strategy **GECF** Airtel Akzo Nobel Godrej Altisource Amazon Ambuja Cements Google American Express Amul Arvind Lifestyle **HCCB Asian Paints** HCL Aspire Systems Heinz ATS Avalon Axis Bank ΗP Bajaj Auto **HSBC** BCG HUL Biocon Bosch **IBM** ICICI Britannia Capgemini Castrol **ICRA IDEA** CBC **IDFC** CCD Cinepolis Cipla Citibank InMobi Colgate Palmolive Irevna Credit Suisse ITC **CRISIL** IVP Dabur **Dell Finance** J&J Jagran Deloitte Deutsche Bank Dr. Reddy's **JPMC** Droege Group Dun & Bradstreet **Edelweiss** Electrolux **Ernst & Young Escorts** Essar Group **EXL Services KPMG** Facebook Fermenta L&T **Fidelity** Lafarge **FINO** Lava Firstsource **Flipkart** Flytxt Lenovo Ford Motors Franklin Templeton L'Oreal Freudenberg

Frost & Sullivan

Future Group **Futures First Gallup Consulting** Gargash Insurance **GE** Money Genpact Godrej & Boyce Goldman Sachs **GSK Pharma** Hansa Cequity Hewlett - Packard Hexaware **ICICI** Prudential Infosys BMC **ING Vysya** Ingersoll Rand Jindal Steel Jones Lang Lasalle **JRG Securities** Kadence International Kalki Tech Kellogg's India Keynote Kotak Mahindra **KPIT Cummins** Kurt Salmon Associate LD Commodities **LEK Consulting** Lighthouse

Macquaire Capital

Mahindra Mahindra Comviva Manipal Group Marico Maruti Udyog Ltd. Matrimony Max New York Life McKinsev & Company Mediaturf Worldwide Metlife Metro Cash n Carry MicroLand Microsoft Mimo Finance Mindtree MNYL Mogae Media Mondelez Morgan Stanley Mother Dairy **Mphasis** Mudra Group Murugappa MuSigma **Muthoot Finance MXV** Consulting Naandi Foundation **National Stock** Exchange **NCDEX** NDTV Nestle Netscribes NIIT **NMC** Healthcare Nomura O₃ Capital Ocwen Ogilvy & Mather Ola **OLAM International** Oliver Wyman Omnitech P&G Paramount Patni Computers People Interactive Pepsico

Pfizer

Philips

Pidilite

PFC

PwC

Polaris Software

Ramky Group

Raymond

Madura F&L

RBS Reckitt Benckiser Reliance Capital Royal Bank of Scotland RPG SAB Miller SAIL Samsung SAP Labs SBI Caps SEBI Share Microfin Shell SIS Snapdeal Software Associates Sony Entertainment Standard Chartered State Bank of India Stern Stewart & Co. Suvira Energy Syntel TAS Tata Capital Tata Communications Tata Motors Tata Steel TCS Tech Mahindra Telcon TERI Texas Instruments Thomas Cook Titan Tolaram Transdyne Trilogy Software TVS Logistics **UB** Group Union Bank of India Usha International UTI Bank Vandana International Viacom Videocon VIP Vistasoft Vodafone Wipro **WNS** Yes Bank Zee Learn **ZS Associates** Zynga























































































































































































































Distinguished Alumni

Aabhishek Anand Bhagat

Abhishek Bhagat Aditva Gahlaut

Amardeep Singh Chahal

Anand Narayanan Ananta Dutta

Anusha T

Arjun Chakrapani

Arjun Mohan Arindom Datta

Bhaskar Prasad Chandrika Khaspa

Girish Kathpalia Hiren H Dasani

Jayesh Jagasia Kashvap Chanchani

Manish Maini Munir Suri Namith Najeeb

Navneet Kumar Jhamb

Nitin Bhat Prakhar Jain Prashant Gulati

Rajarshri Chakraborthy Ramanathan Thirunavukkarasu

Ranjay Bose Sachin Sham Borkar

Sameer Ajay Shweta Rastogi

Srinivas Manda

Sugata Nag Sunil Srinivasan

Udayan Banerjee

Venugopal Tanjore Vishal Rastogi

Managing Director and Co-Founder

Director

Head - Small and Medium Enterprises (SME)

Senior Business Director Vice President, Marketing

Vice President

Senior Brand Manager

Director

Vice President, Marketing

Executive Director

Director & TTS Client Operations Head

Associate Director **VP - Finance Operations**

Fund Manager & Head - India Equity

Managing Partner Managing Partner

Director Vice President Vice President

Head of Retail Operations, India & Tunisia

Sales Operations Leader Director - Pre Sales Consulting Chief- Retail Sales (NSM), CC Division Director, Head Priority Sector Banking

Director - Financial Market Associate Director Vice President

Associate Director Head, Global Subsidiaries - North India Senior Director - Finance & Accounting

Operations

Vice President - Credit Risk **Director Advisory Services**

Vice President & Operations Site Leader (Chennai)

Associate Partner

Chryseum Advisors LLP

Bank of America Merrill Lynch

HSBC

Becton Dickinson Holdings

Beroe Inc **HDFC Bank**

Colgate-Palmolive India

Deutsche Bank

Think & Learn Pvt. Ltd. (Byju's)

RaboBank Citibank **UBS**

HSBC Global Resourcing

Goldman Sachs Sewells Group The RainMaker Group Credit Suisse

Walmart

Paramount Computer

Fidelity Worldwide Investments

Genpact LLC

Oracle Financial Services

Pidilite Industries Citibank

Standard Chartered Bank

Capgemini Axis Bank **KPMG**

Standard Chartered Bank

United Health Group

Axis Bank Ltd

Fidelity Investments

Oracle India **IBM GBS**

Entrepreneurial Ventures

Amarpreet Kalkat

Aaditya Jain **Amit Singh**

Anantjit Singh Sahni Anirudh Phadke B Rajesh Kumar Gaurav Agarwal Gourav Chindlur Mayank Gupta Mohnish Karjodar

Neel Shah

Pritam Roy

Rupesh Kumar Gupta Sahil Jain

Samarth Wadhwa Shivkumar Gopalan

Siva Cotipalli Thirukumaran Nagarajan,

Sharath Babu Loganathan

Co-founder

Cofounder, Plabro Networks Pvt Ltd Co-founder & Chief Marketing Officer

CEO and Founder Director of Technology Founder Director Entrepreneur Co-founder & COO Co-founder and COO

Manager - Strategy & BD

Head - Global Business Development Founder & CEO

Owner Co-Founder

Director, Co-Founder

Director Founder

Co-Founders

Ciafo/Frrole

Past: Founder, Blocs & PropertyMonks iTraveller.com, Gradient Training Pvt. Ltd.

BrainEdge Education Pvt. Ltd. Beyond Teaching India FACE, Chalkstreet Sundari Saree Pvt. Ltd.

Vizury EduKart.com

E Dental Clinics Pvt. Ltd. Flourish Pure Foods Pvt. Ltd.

Gomolo.com

Pro C Learning Pvt. Ltd.

Dineout

Ritika Systems Pvt. Ltd., Sun-Bazaar Systems Pvt Ltd.

Shiker Consulting www.Dhanax.com

Ninjakart

Speaker Participation

The seminars and management conclaves provide students with a platform to learn from industry's thought leaders and experienced practitioners. Students are assured of a rich one-to-one interaction with the top managers of the country. Companies benefit from a close interaction with students and assess them as potential employees. Interaction with top management executives can be arranged at the company's convenience.

Live Projects

Live projects are another avenue through which companies can make their presence felt on campus. Students engage in such projects along with their daily curriculum activities. The duration ranges from three weeks to three months and is on a stipend basis. It is a mutually beneficial association as the companies get critical business projects done and students also gain industry experience without having to visit the premises of the company. There is a thorough process of feedback and ratings to judge the performance of the candidates.

Workshop

Companies conduct a range of workshops on campus. These interactions are stimulating for all parties involved and provide a platform for an exchange of ideas. Typically held on weekends for 3-4 hours, they involve participative learning methods like games, live demonstrations and simulations. Lectures by highly experienced and senior top management are commonly held and widely appreciated by students. Workshops provide companies a forum to interact with students at a much deeper level.

Event Sponsorship

The IIM Kozhikode campus hosts a large number of seminars and events drawing participation from B-Schools in India and abroad. In addition to the flagship events – Horizons (the annual management conclave) and Backwaters (the annual management festival) – various domain specific seminars are held throughout the year. Companies associate with these events according to their line of business and inclination to increase corporate awareness across B-School campuses. Sponsorships assure companies of high visibility in the media for the events, boosting brand recall.



Industry Scholarships

IIM Kozhikode is open to partnering with corporates on their Corporate Social Responsibility initiatives. To that end, companies institute scholarships that reward academic brilliance, sportsmanship, literary verve and in many cases, overall abilities of a student. These scholarships underline an organization's strong commitment to associate with the Institute. As a direct consequence, there is increased respect for the organization as a whole amongst the entire student community.

Corporate Events

Following are a few industry events that happen at IIM Kozhikode.

- Mahindra War Room
- HULLIME
- Citi Women Leader Award
- FLIP National Challenge
- JPMC Deal
- Goldman Sachs Stock Picking Competition
- Goldman Sachs Workshop
- Cognizant CXO Case Challenge
- TCS CaseWiz
- JPMC Winning Women Mentorship Program
- Deloitte Maverick
- Unilever Unplugged
- Sony Entertainment Television Media Moguls
- Airtel iCreate
- L'Oreal Brandstorm
- Godrej LOUD
- Tata Business Leadership Awards
- ITC Interrobang
- Philips Blue Print
- Reckitt Benckiser Durex Case Study
- RPG Blizzard
- Asian Paints Canvas



Location

Kozhikode (also called Calicut) is the third-largest city in the state of Kerala. The capital of the erstwhile Malabar district, Kozhikode city is the headquarters of the Kozhikode district. A melting-pot of diverse cultures, Kozhikode is an important trade centre in south India, associated for long with trade in spices and silk. Today, Kozhikode is famous for its palm-fringed beaches, tropical forests, and Ayurvedic therapy. You can plan on extending your stay if you wish to tour other parts of Kerala.

Travel

Kozhikode is well connected by air, rail and road to major cities in India. Indian Airlines, Spice Jet and Jet Airways have frequent flights from Delhi, Bangalore and Mumbai to Kozhikode International Airport. Cochin International Airport is a 4-hour drive from Kozhikode. Alternately, Cochin and Kozhikode are connected by direct flights. Kozhikode International Airport is connected by daily direct flights to major cities in the Middle East.

Stay

We would be delighted to to arrange for your accommodation at the guest houses on campus, depending on the availability of rooms. Otherwise, with the Gateway Hotel-Taj Group, Kadavu Resort and Copper Folia among our hospitality partners, we are sure you will enjoy a pleasant and comfortable stay during your visit. In this case, we would arrange for transport between the hotel and the Institute.





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