



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

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TIMESPRO



Executive Post Graduate Certificate in **Strategic Management** (Batch 15)

1 Year | Blended | ₹3,50,000 + GST

IIM Kozhikode Advantage

From the Director's Desk



IIM Kozhikode's Executive Post Graduate Certificate in Strategic Management focuses mainly on teaching participants as to how they can manage businesses and projects proactively with a focus on long-term strategy, rather than reacting to day-to-day hiccups.

Businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The 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.

Wishing you all the very best!

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is fluid and cursive.

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

About The Programme

Executive Post Graduate Certificate programmes are conceived with the idea of providing specialised learning in the specific business function. These programmes offer a range of foundational, advanced, and integrative courses in the specific functional area for working executives aiming to build specialised competency in Finance, Marketing, Strategy, Operations & Supply Chain Management, Data Analytics for Decision Making, Digital Transformation & Analytics, Artificial Intelligence and Machine Learning, and Public Policy Management. The participants of these programmes form an interesting mix of working professionals ranging from Executive Vice President to Executives from varied backgrounds like IT, Human Resources, Marketing, Banking, Financial Services, and Manufacturing.

Programme Description & Objective

Executive Post Graduate Certificate in Strategic Management (EPGCSM) is conceived with the idea of providing specialised learning in the Strategy area. Delivered through a combination of In-campus module and Live interactive learning mode, the programme offers a range of foundational, advanced, and integrative courses in the specific functional area for working executives aiming to build specialised competency in Strategic Management.

The objective of the programme in Strategic Management is to impart key skills that are required to take decisions and actions regarding Strategic Planning, Strategy Implementation, Corporate Governance and Competitive Intelligence in corporate and non corporate entities, manufacturing and service enterprises, private and public units, and business ventures and public systems.

Programme Highlights



Contextually designed
12 months programme
for working professionals



Focus on real
business use cases

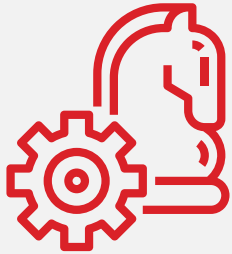


Peer-learning and
networking opportunities

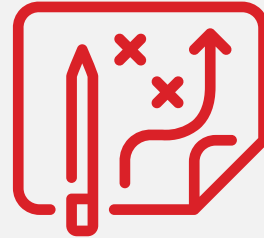


IIM Kozhikode
Alumni status

Learning Outcomes



Learn the tools and frameworks of strategic management



Get a basic understanding of the nature and dynamics of the strategy formulation and implementation processes



Develop the ability to identify strategic issues in order to be able to design appropriate course of action



Forge competencies to navigate business challenges and opportunities

Programme Curriculum

The duration of the EPGCSM is one academic year split into four quarters. The programme covers fundamental, competency-related, and integrative courses, structured to be delivered in about 225 hours. The 11 courses offered are meant to impart management knowledge and skills to the participants covering the latest concepts and techniques in the specific functional area of Strategic Management. Faculty from IIMK and distinguished visiting faculty from reputed academic institutions and industry will be teaching these courses.

Quarter	Course Name	Course Code	Credits	Hours
I	Strategic Thinking	SM-01	3	30
	Accounting and Finance for Strategy	SM-02	2	20
II	Strategy Implementation	SM-03	2	20
	International Business	SM-04	2	20
	Mergers, Acquisitions, and Strategic Alliances	SM-05	2	20
III	Leadership and Corporate Accountability	SM-06	2.5	25
	Entrepreneurship and New Ventures	SM-07	2	20
	Design Thinking	SM-08	1.5	15
IV	Management of Technology and Innovation	SM-09	2	20
	Managing Strategic Change	SM-10	1.5	15
	Models and Frameworks of Strategic Analysis	SM-11	2	20
	TOTAL		22.5	225

Programme Delivery

The interactive learning component forms the core of EPGP. The instructors facilitate the learning through two-way audio/video synchronous telecommunication mode from the studios set up at IIMK campus. The technology allows the instructor to use power point presentations, video, audio, whiteboards to effectively communicate the ideas and interact with the participants who attend the sessions from selected TimesPro centres, located at different cities in India.



Class Schedule

Monday

7:00 p.m. - 9:45 p.m.

Saturday

7:00 p.m. - 9:45 p.m.

Duration

1 Year (225 hours)

Campus Immersion

One induction module of one week at the beginning of the programme (in March 2023/April 2023) at IIM Kozhikode.

The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to unavoidable reasons. In case the on-campus module is not confirmed due to unforeseen circumstances, the same will be included in the total number of online sessions.

Eligibility Criteria

- Bachelor's Degree or its equivalent in any discipline with 50% aggregate marks or equivalent CGPA
- 10 Years of managerial/ entrepreneurial/ professional experience^ after graduation as on the deadline of submitting the application online.

Work experience before completion of graduation will not be considered for calculating total experience.

Bachelor's degree awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956 (<http://www.ugc.ac.in/oldpdf/alluniversity.pdf>) or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The percentage of marks obtained by the candidate in the bachelor's degree would be calculated based on the practice followed by the university/institution from where the candidate has obtained the degree. In case the candidates are awarded grades/CGPA instead of marks, the conversion of grades/CGPA to percentage of marks would be based on the procedure certified by the university/ institution from where they have obtained the bachelor's degree. In case the university/ institution does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by dividing the candidate's CGPA by the maximum possible CGPA and multiplying the result with 100.

Selection And Admission Process

Admission to the programme is based on a personal interview (through an interactive learning platform), evaluation of the profile, and statement of purpose (SOP).

A candidate can apply for multiple programmes by submitting a separate application for each of the programme.

Candidate shortlisted will be intimated through offer letter. If a candidate is shortlisted for admission to more than one programme; admission will be granted to only one programme based on the candidate's preference. Request for changing the programme is not considered after submitting the application form online or after offering the admission.

Candidates provisionally shortlisted for admission to the programme are

required to attend the in-campus module at IIMK Campus conducted at the beginning of the programme. During the in-campus module, the original documents of academic qualifications and work experience will be verified on the first day of registration. Attending the in-campus module is a mandatory requirement and the candidate failing to attend the in-campus module is not permitted to enrol in the programme.

Admission offered is not deferrable to the next academic year under any circumstances.

IIMK has the discretion to overrule the above criteria under exceptional circumstances.

IIM Kozhikode will follow Government of India Reservation Policy for Admission to Central Educational Institutions (CIEs).

Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme for each course in each quarter.

Who Should Attend

The programme is aimed at working professionals seeking knowledge, aspiring to improve the organisation they work, and also advance their career to greater heights.

Pedagogy & Assessment

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, real-life case studies, quiz, assignments, lecture-discussions, case study method, behavioural and computer-based simulations, projects, and class presentations.

There will be various kind of assessment for each course including end-term examination (after each quarter), quiz, assignment, project, etc.

For each course, the Instructor awards Letter Grades to the participants based on the academic performance and evaluation scheme. IIMK follows a grading scheme of 13 levels ranging from A+ to F as given in the table below:

Letter Grade	A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Grade Point	4.33	4	3.67	3.33	3	2.67	2.33	2	1.67	1.33	1	0.67	0

The sum of grade points in respective courses multiplied by the course credits, and dividing it by the total credits for all the courses is used to derive the final CGPA (Cumulative Grade Point Average) in the course and will form the basis of award of the certificate.





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Indian Institute of Management Kozhikode



Executive Post Graduate Certificate in Strategic Management

This Certificate is awarded to

XXXXXXXXXXXXXXXXXXXX

*who has successfully completed the prescribed course of studies and
fulfilled all other requirements of the
One year*

**Executive Post Graduate Certificate in Strategic Management
(EPGCSM)**

on the Fourth day of April Two Thousand Twenty.

Chairman
Executive Post Graduate Programme
IIM Kozhikode

Director
IIM Kozhikode

Certification & Alumni Status

- Participants of the EPGCSM, on successful completion of the one year programme would be awarded, "Executive Post Graduate Certificate in Strategic Management".
- Successful participants will also be accorded IIM Kozhikode Alumni Status.

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

Programme Fee

Particulars	Amount (₹)*
Application Fee	2,000
Programme Fee (excluding Application Fee)	3,50,000

Note:

- Fee Payment: All fees are directly payable to IIM Kozhikode.
- *GST as applicable will be collected additional from the candidate/participant. Current GST rate is 18%.
- Application Fee: ₹2000 plus 18% GST.
- Application fee remitted is not refundable or adjustable under any circumstances. Candidate applying for more than one programme is required to remit application fee for each programme that she/he is applying.
- Programme Fee (Non-Refundable): ₹3,50,000 plus 18% GST payable in four instalments as per the following schedule.

Instalment Schedule

Instalment	Amount (₹)*	Date	Remarks
1 st Instalment - Part Payment I	20,000	Within 10 days of receipt of offer letter	Offer acceptance fee/ Part of Quarter I Fee
1 st Instalment - Part Payment II	67,500 plus 18% GST on 87,500	March 2023	Balance Quarter 1 Fee
2 nd Instalment	87,500	June 2023	
3 rd Instalment	87,500	September 2023	
4 th Instalment	87,500	December 2023	
Total	3,50,000		

*GST 18% applicable.

- Alumni Fee (Non-Refundable): ₹10,000 plus 18% GST payable along with the second instalment.
- Programme fee will be collected from the participants before the commencement of each quarter & actual due dates will be intimated during the programme according to the programme schedule. Programme fee doesn't include the logistic expense to attend the in-campus visits during the programme.

Programme Timelines

Application Closure Date	20 th January, 2023
Programme Start Date	March/April, 2023 (In-campus)
Programme End Date	March 2024

APPLY NOW 



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Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013, dedicated to Executive Education. IIMK also has a unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses like one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIMK aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible, and environment-friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity, and practical application. IIMK integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring, and fair-minded personalities who will contribute towards the development of communities.



2nd

Atal Innovation
Rankings (ARIIA) 2021

3rd

India's Best B-School
The Week - Hansa Research Survey 2022

5th

NIRF India Rankings
2022: Management



TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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