



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

**T**  
**TIMESPRO**



# Executive Post Graduate Certificate in Public Policy Management

(Batch 02)

1 year | Blended | ₹3,50,000 + GST



## IIM Kozhikode Advantage

### *From the Director's Desk*



IIM Kozhikode's Executive Post Graduate Certificate in Public Policy Management prepares the learner for a career in different public and private organisations. It helps the learner to examine political processes in creating essential policies that work to bring change in the society.

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 21<sup>st</sup> 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 written in a cursive, flowing style.

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

As a field of study, Public Policy focuses on the decisions made by the government on behalf of the people within its capacity in the best possible way. A wide variety of issues and topics form part of discussion in the field of Public Policy. Important among them are mobilising funds for running the government and public welfare programmes, organising the public administration to run the government, tools available for bureaucracy to implement government policies effectively, reaching out to public on critical issues facing the country, programme evaluation, transparency of government decision-making, managing the various interest-groups, economic development, environmental sustainability, education, and health.

Modern governments face considerable challenges due to fast changing socio, political, and geo-political environment. This requires high level of knowledge, know-how, and innovativeness among those working for the

government and working closely with the government in various capacities such as consultancy firms, non-government organisation (NGO) executives, corporate social responsibility planners, independent consultants, and development practitioners. Public policy professionals must be able to critically examine the policy goals, means of achieving the goals and outcome of the policies implemented in the constantly evolving socio-political, economic, sectoral, and international challenges. Therefore, a programme which brings participants into contact with academics and management practitioners with the purpose of providing the participants with the opportunity, time, and space to extend their knowledge and capabilities is required.

## Programme Objectives

- To provide training for a strong foundation in public policy theory, programme management, monitoring, and evaluation.
- To improve the participant's professional skills, analytical capability and competency needed to shape policy development process.
- To develop interdisciplinary competencies that is critical to make programme participants effective in their role.
- To enable the participants to apply the knowledge and skills that they have learnt in the programme in real world contexts.



## Programme Highlights



225 hours of live online and on-campus learning



5 days of campus immersion



Research and evidence-based approach to policy design



IIM Kozhikode Alumni status

## Learning Outcomes



Cross-disciplinary insights to formulate scientifically informed policies for the public, non-profit, and corporate sectors



Develop and communicate policy recommendations



Look beyond traditional paradigms and formulate path-breaking policy solutions for socio-economic problems



Learn contemporary models and frameworks of policymaking



A strong foundation in public policy formation, implementation, monitoring, and evaluation



Understanding of interdisciplinary and data-driven approach to policymaking



Improved professional skills, analytical capabilities, and competencies required to shape the policy development process.

## Programme Structure & Courses

The duration of the EPGCPPM is one academic year split into four quarters and spread over one year, it covers fundamental, competency-related and integrative courses, structured to be delivered in about 225 hours. The 15 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 public policy management. Faculty from IIMK and distinguished visiting faculty from reputed academic institutions and industry handle these courses.

Quarter	Course Name	Course Code	Credits	Hours
I	Introduction to Public Policy and Analysis	PP-01	2	20
	Economics for Public Policy Making I	PP-02	1.5	15
	Quantitative Techniques	PP-03	1	10
	Communicating Public policy	PP-04	1	10
II	Economics for Public Policy Making II	PP-05	2	20
	Public Finance	PP-06	1	10
	Project Finance	PP-07	1	10
	Project Management	PP-08	1	10
	Policy evaluation	PP-09	2	20
III	Law and Public Policy	PP-10	1.5	15
	Health Policy	PP-11	2	20
	Urban Development Policy	PP-12	1.5	15
IV	Public Policy issues in a Globalised World	PP-13	2	20
	Leadership and Ethics for Public Policy Makers	PP-14	1.5	15
	Environmental Governance and Sustainability	PP-15	1.5	15
	<b>TOTAL</b>		<b>22.5</b>	<b>225</b>

## 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 PowerPoint 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.



### Duration

12 Months

### Schedule

Thursday:

7:00 PM – 9:45 PM

Sunday:

12:15 PM – 3:00 PM

### Campus Immersion

One in-campus induction module of 5-days at the beginning of the programme at IIM Kozhikode (March 2023/April 2023).

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

## Eligibility Criteria

1. Bachelor's Degree or its equivalent in any discipline with 50% aggregate mark or equivalent CGPA
2. 3 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

Candidate meeting eligibility criteria will be shortlisted for a profile-based evaluation from the Economics area. Final selection will be based on candidate meeting eligibility requirement & profile based selection.

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 module conducted at the beginning of the programme. During the in-campus module, the original documents of academic and experience will be verified on the first day of registration. Attending the in-campus module is a mandatory requirement & the candidate failed 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

Professionals, managers, policy analysts, advisors, and strategic planners working for government, corporations (as independent consultants and in corporate social initiative groups), aid institutions (as independent consultants and development practitioners), NGOs, consultancy firms, media professionals and any other professionals with an interest in public affairs.

## 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 Public Policy 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 Public Policy Management  
(EPGCPPM)**

*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 EPGCPPM, on successful completion of the one year programme would be awarded, "Executive Post Graduate Certificate in Public Policy Management".
- Successful candidates will also be accorded IIM Kozhikode Alumni status.

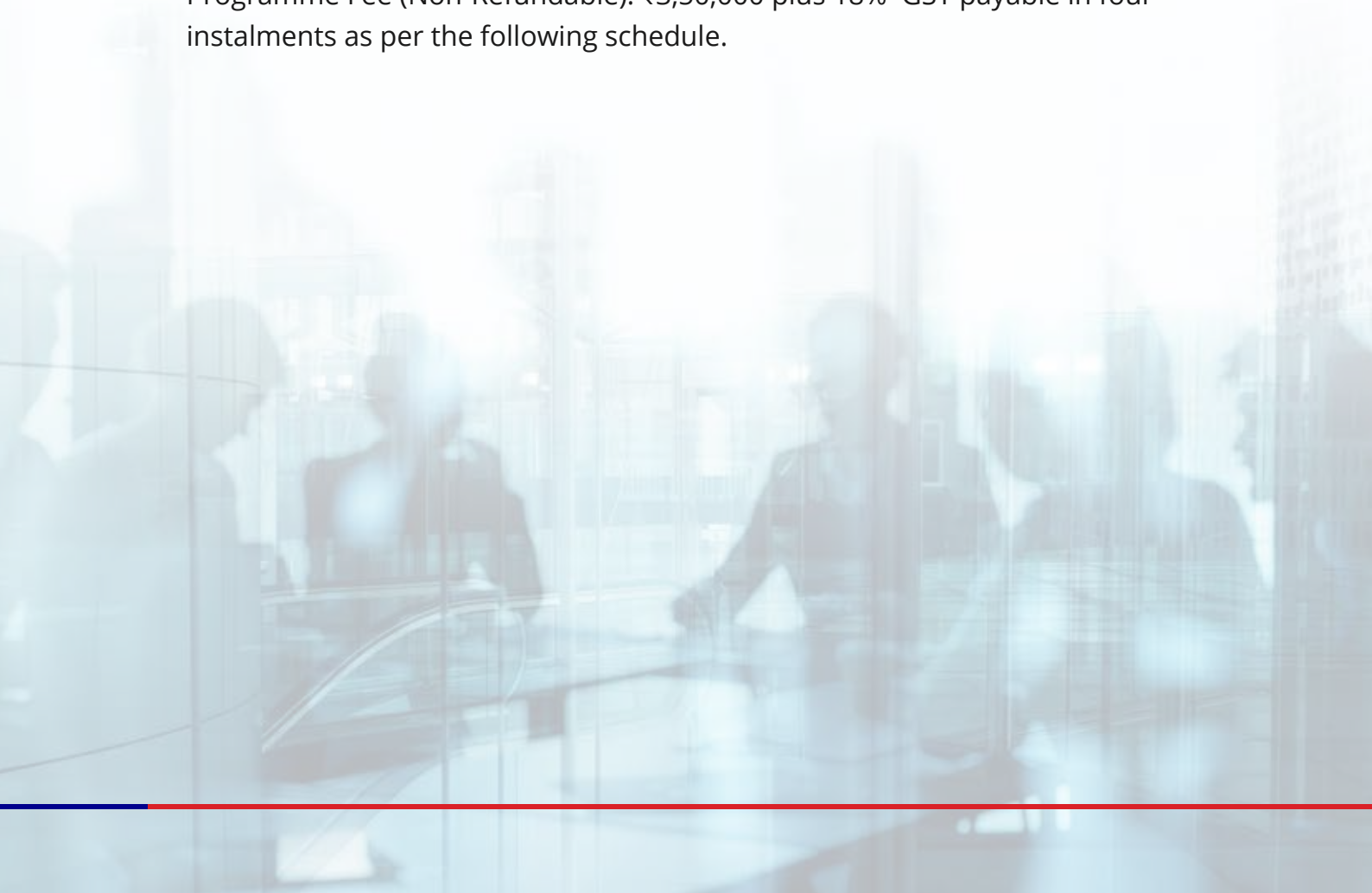
*Disclaimer: \*All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

# Programme Fee

Particulars	Amount (₹)*
Application Fee	2,000
<b>Programme Fee (excluding Application Fee)</b>	<b>3,50,000</b>

## Note:

- All fees are directly payable to IIM Kozhikode
- \*GST as applicable will be collected additional from the candidate/participant. The 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 <sup>st</sup> Instalment - Part Payment I	20,000	Within 10 days of receipt of offer letter	Offer Acceptance Fee/Part of Quarter 1 Fee
1 <sup>st</sup> Instalment - Part Payment II	67,500 plus 18% GST on 87,500	March 2023	Balance Quarter 1 Fee
2 <sup>nd</sup> Instalment	87,500*	June 2023	
3 <sup>rd</sup> Instalment	87,500*	September 2023	
4 <sup>th</sup> Instalment	87,500*	December 2023	
<b>Total</b>	<b>3,50,000*</b>		

\*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 and 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 <sup>th</sup> January, 2023
Programme Start Date	March 2023/April 2023
Course Completion Timeline	March 2024/April 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 in Women Leadership, 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.



2<sup>nd</sup>

Atal Innovation  
Rankings (ARIIA) 2021

3<sup>rd</sup>

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

5<sup>th</sup>

NIRF India Rankings  
2022: Management



TimesPro, the award-winning EdTech initiative of The Times Of IndiaGroup, 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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