



Professional Certificate Program in  
**General Management**

from IIM Kozhikode  
Batch - 2



**TALENTEGE**   
Live & Interactive Digital Learning



## Program Overview

### **Develop General Management Skills to Broaden Your Strategic Business Understanding**

Working professionals today are expected to deliver quick returns to their organization by successfully managing the internal departments and various business processes. For this reason, organizations look out for professionals who are outstanding leaders with an in-depth understanding of every part of the business. Thus, it becomes imperative for working professionals to expand their horizon in order to identify the evolving opportunities, traverse the economic environment and meet the greater managerial responsibilities.

Whether you are a leader or just willing to enhance your general management skills, this program by IIM Kozhikode becomes a mandate element of your CV to accelerate your business journey along with personal growth. To let you contribute beyond your field of functional expertise, this program adds leverage to your leadership and communication skills, learning of aspects like legal environment, ethics, responsible business and globally important emerging business trends and themes.

## Key Takeaways

Certificate of Completion from IIM Kozhikode

2 day On-Campus immersion module providing opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of IIM Kozhikode

Dedicated module on business leadership

Discussions on emerging themes such as Industry 4.0 & exposure to key concepts and lessons in entrepreneurship and social entrepreneurship

## Why Talentedge

Fully Online Program with LIVE online interactive lectures that provides a “real” classroom experience in a “virtual” environment

Transmit lecture videos effectively at home broadband connection of 512 kbps

No expensive software/ hardware installations required at your end

Active interactions with other fellow students and faculty

Convenient weekend schedules to suit working professionals

“On Demand” access to the recorded session

With TALENTEDGE's Cloud Campus get access to program presentations, assignments & other reference materials. Students can raise questions & doubts either real time during the live class or offline

Learn from Anywhere – No need to travel to an institute or training center

# Syllabus



## Module 1 : Statistics For Business

- Basic Statistics
- Data Analysis



## Module 2 : Economics

- Managerial Economics
- Business Environment



## Module 3 : Marketing

- Marketing Fundamentals
- Sales & Distribution Management



## Module 4 : Accounting and Financial Management

- Accounting Fundamentals & Financial Statement Analysis
- Basics of Financial Management



## Module 5 : Organizational Behavior and Human Resource Management

- Introduction to Organizational Behavior
- Role of Individuals, Teams and Organizations
- Managing People



## Module 6 : Operations and Supply Chain Management

- Process Analysis
- Supply Chain Coordination
- Inventory and Risk Management



## Module 7 : Strategic Management

- Strategic Management Fundamentals
- International business strategy



## Module 8 : Emerging Themes

- Industry 4.0 & Digitization – Impact of Digitization, Developments and Strategizing, Recent Developments and Future
- Entrepreneurship - Lessons in Entrepreneurships, Social Entrepreneurship



## Module 9 : (ON CAMPUS) : Business Leadership

- Leadership - Introduction, Changing Roles and Expectations, Various Forms
- Business Law - Laws of and in Business, Their Impact and Importance
- Communication – Its Role in Business, Basics, Styles and Impact
- Responsible Business - Triple Bottom Line, Corporate Governance, Recent Advances

The program will commence with the 2 day On campus immersion program at IIM Kozhikode starting 14 September 2019. Attendance to the On Campus module is MANDATORY for all participants.



## Who Should Attend

### **Working professionals**

Who aspire to or are expected to move to middle management

### **Practicing managers**

Who wish to undergo a structured learning intervention in the management concepts, theories, practices and developments

### **Team Leaders**

Who are responsible to manage internal departments and business processes

### **Aspiring Managers**

Who have functional experience and technical/domain skills and want to broaden their horizons through academic interventions

## Eligibility

### Education

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/ State Government) in any discipline
- Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 10 Years of work experience at the time of applying for this program
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country
- Proficiency in English, spoken & written is mandatory

### Work Experience

- Minimum 4 years of work experience

# Faculty



## Prof. Venkataraman S

Ph.D IIM C, Visiting Doctoral Scholar, Cornell University,  
USA, PGDM IIM C

Prof. Venkataraman is a Fellow (and MBA) of Indian Institute of Management Calcutta, and has been a Visiting Doctoral Scholar at S. C. Johnson School of Business, Cornell University, USA. Prior to joining academics, he has worked in the industry for around 20 years serving in various leadership positions. His specializations include corporate sustainability, international business, and entrepreneurship. He was formerly a Senior Director at CRISIL Ltd, the largest rating agency in India and a subsidiary of the globally recognized rating agency Standard & Poor's. Over a span of 20 years, Venkat led various businesses within CRISIL and garnered extensive experience in credit ratings, advisory services, equity grading's, risk management, credit risk models, business restructuring, valuation, infrastructure privatization, securitization and corporate governance evaluations. He has been closely involved with CariCRIS, the world's first regional credit rating agency based in the Caribbean, having served as its founding CEO and Chief Rating Officer of CariCRIS from 2004-2007.



## Dr. Arqum Mateen

Fellow IIM C, PGDM IMT Ghaziabad

Prof. Arqum Mateen is a Fellow of Indian Institute of Management Calcutta, where he was the recipient of Satish K. Sehgal Doctoral Student Award for Scholarship and Organizational Citizenship. He has worked in energy, information technology, and pharmaceutical industries. His research interests include the role of technology in operations, strategic role of operations and marketing in establishing sustainable competitive advantage, as well as supply chain coordination. His research has been presented in several international conferences in many countries, and has been published in many reputed international journals like Decision Support Systems, International Journal of Production Research, Computers and Industrial Engineering, Marketing Intelligence and Planning etc.



## Pedagogy

The delivery would comprise a mix of live virtual lectures, discussions, case studies and experience sharing. The pedagogy and program design are oriented to catalyze learning through association, discussion and reflection. Participants may be encouraged for application of their learning to live situations at work, and share the experiences. Peer learning is a key pillar of the process. Take-home projects may be assigned in certain modules. All enrolled students will be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments. Throughout the duration of the program, students will have the flexibility to reach out to the professors, real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

## Assessment & Certification

A minimum of 75% attendance is a prerequisite for the successful completion of this program. The program may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the program to actual organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components. Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the faculty. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation certificate.

## Program Details

- | Program Commencement : 14 September 2019
- | Schedule of Classes: 3 hours every Sunday from 03.00 p.m. to 06.00 p.m. IST
- | Duration: 12 Months
- | For Indian Participants: : INR 1,60,000 + GST
- | For International Participants: USD 3200
- | Instalment options available

## How to Apply

For admissions, students can register at : [www.talentedge.in](http://www.talentedge.in)

### For More Details:

Write in to - [enquiry.dtd@talentedge.in](mailto:enquiry.dtd@talentedge.in) or call at +91-8376000600  
Talentedge, CBIP Building, 5th floor, Plot No - 21, Sector-32, Gurgaon - 122003