



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

Batch
08



Rated 4.74/5

By Previous Batches

Navigate Uncertainty With *Sharp Strategic Moves*

Professional Certificate Programme in

Strategic Management

Programme by IIM Kozhikode



NIRF India Ranking
(Management)
2025



Global Financial Times
Ranking (Open
Enrolment) 2025



QS World University Ranking
(Business and Management
Studies) 2025

Marketing Partner

jaro education

From The Director's Desk

In light of the growing need for versatile professionals who excel in strategy and leadership, capable of transforming complex challenges into valuable business insights in today's ever-changing landscape, the Indian Institute of Management Kozhikode has meticulously designed the Professional Certificate Programme in Strategic Management.

IIM Kozhikode's programmes, designed by world-class faculty with cutting-edge thought leadership and industry-leading insights, empower participants to confidently manage and lead through complex business challenges, driven by informed decision-making abilities. Our expanding global footprint, recognised and accredited by leading institutions worldwide, stands as a testament to the growth achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to note that both the future and the past are integral to the path taken by an institution on its journey of excellence. A wide, far-seeing vision is not an indulgence but a necessity to give meaning to the present, providing the institution with a sense of purpose, direction, and imagination. This is why we contemplate what IIM Kozhikode will contribute to India and the world a few decades from now with 'Vision 2047: Globalising Indian Thought'. The Institute has set for itself a pre-eminent role with this motto. The sheer scale, scope, and potential impact that India will have on 21st-century business make this a legitimate aspiration.

Achieve the perfect synergy of skills to enhance your strategic acumen and leadership imperatives by enrolling in the Professional Certificate Programme in Strategic Management offered by IIM Kozhikode.

Wishing you all the very best!



Prof. Debashis Chatterjee

Director,

IIM Kozhikode



Programme Overview

Become a visionary strategist, leading transformative change in top-quartile organisations. The Professional Certificate Programme in Strategic Management, offered by the Indian Institute of Management Kozhikode (IIMK), paves the way for you to champion strategic imperatives. Tailored for ambitious professionals, this programme empowers you to elevate your career and evolve into an all-encompassing leader, driving organisational excellence. The comprehensive curriculum equips emerging leaders with essential skills and knowledge to thrive in today's dynamic business landscape. This programme supports the development of a strategic mindset, hones advanced business acumen, cultivates leadership skills, provides insights into diverse strategies, and enables mastery of innovative approaches to navigate digital disruption.



Who Should Attend ?

This programme is perfect for managers who want to advance their careers while helping their organisations grow by becoming well-rounded professionals and future leaders.

- Individuals currently in, or transitioning to, middle management positions, seeking to enhance their strategic thinking, decision-making, and leadership skills to drive their teams and departments toward achieving strategic goals. Typical profiles include Team Leaders, Assistant Managers, Junior Managers, and Managers.
- Professionals with more than two years of valuable work experience, eager to amplify their strategic acumen, refine decision-making capabilities, and broaden leadership skills to navigate complex business challenges effectively.
- Individuals who have demonstrated potential and aspiration to take on greater responsibilities within their organisations and are committed to cultivating the strategic mindset and expertise required for executive leadership roles.

Programme Highlights

Upskill With India's Premier Educational Institute, Ranked 3rd in the NIRF 2025 Rankings for the 'Management' Category



Certificate of Completion from IIM Kozhikode



Executive Alumni status at IIM Kozhikode



Live Classes by Highly Experienced Faculty Members from IIM Kozhikode



Flexibility in Learning: Online Classes on Weekends or After Business Hours



5-Day Intensive Campus Immersion Modules



Peer-to-Peer Learning and Mentoring from Industry Experts



Curated for Working Professionals with a Practical Learning Approach



Holistic Pedagogy Blends: Theoretical Concepts with Practical Applications



Learning Outcomes

- Develop a strategic mindset and enhance critical thinking for effective decision-making.
- Cultivate advanced business acumen to drive competitive advantage and sustainable growth.
- Foster leadership skills to inspire and lead teams through strategic transformations.
- Provide comprehensive insights into diverse strategies for local and global markets.
- Equip participants with innovative approaches to navigate digital disruption and innovation.



Programme Curriculum

MODULE 1

Foundations of Strategic Management

- Introduction to Strategic Management
- Strategy as Integrator
- Vision, Mission, and Values
- Organisational Aspirations

MODULE 2

Managerial Economics and Business Environment

- Economics for Managers
- Prices and Individual Choice
- Firm Behaviour
- Business Environment & Policy

MODULE 3

Finance Essentials for Business Managers

- Analysing and Interpreting Financial Statements
- Management Accounting and Financial Control
- Basics of Corporate Finance
- Risk Management

MODULE 4

Case Pedagogy Workshop

- Introduction to Case Pedagogy
- Case Analysis Techniques
- Presenting Findings & Recommendations
- Interactive Discussions, Reflections & Feedback

MODULE 5

Analysing the External Environment

- Environment, Industry & Competitive Analysis
- PESTEL Framework
- Porter's Five Forces Analysis
- Competitor Analysis

MODULE 6

Leveraging Resources and Competencies

- The Resource-Based View
- VRIN / VRIO Framework
- Distinct and Core Competencies
- Dynamic Capabilities and Sustainable Competitive Advantage

MODULE 7

Crafting Competitive Strategies

- Competitive Strategy & Value Creation
- Strategic Positioning
- Value Chain Analysis
- Logic of Value Creation and Distribution

MODULE 8

Introduction to Corporate Strategy

- The Scope of the Firm
- Corporate Diversification
- Related Vs Unrelated Diversification
- BCG Matrix, Ansoff Matrix, GE 9-Cell Matrix

MODULE 9

Growth Strategies

- Organic & Inorganic Growth Strategies
- Mergers & Acquisitions
- Alliances & Joint Ventures
- Cooperative Strategies

MODULE 10

Global Strategy

- Fundamentals of International Business
- Porter's Diamond of National Competitive Advantage
- Standardisation vs. Local Responsiveness
- Strategies for Emerging Markets

MODULE 11

Emerging Business Themes

- Emerging Business Models – Sharing Economy, Coopetition, Platforms
- Innovation, Entrepreneurship, Intrapreneurship
- Diversity, Equity, and Inclusion (DEI)
- Risk Management & Resilience Building

MODULE 12

Change Management

- Change Sources, Models, And Frameworks
- Change Strategy Planning and Execution
- Change Metrics and Evaluation
- Organisational Culture and Change

MODULE 13

Leadership in the Digital Age

- Role of Leadership in Industry 4.0
- Data-driven & Evidence-based Decision-Making
- Collaborative Leadership in a Networked World
- Customer-Centric Leadership

MODULE 14

Digital Transformation Strategies

- Digitisation, Digitalisation and Digital Transformation
- SMACIT Framework
- Digital Mastery for Organisations
- Strategic Frameworks for Digital Transformation

MODULE 15

AI and GenAI Strategies for Business

- The Strategic Imperative of AI & GenAI
- AI-Ready Enterprise, GenAI Applications & Cases
- Tech Stack & Ecosystem
- Responsible AI & Innovation Roadmaps

MODULE 16

Managing Family Businesses

- Introduction to Family Firms
- Managing Financial and Non-Financial Goals
- Family Succession
- Innovation and Growth Strategies for Family Businesses

MODULE 17

Strategy Implementation

- Aligning Functional Areas with Strategic Objectives
- Effective Strategy Execution and Monitoring
- Balanced Scorecard
- Organizational Structure and Strategy Execution

MODULE 18

Corporate Governance

- Corporate Governance Structures and Responsibilities
- Risk Management and Internal Controls
- Executive Compensation and Transparency
- Corporate Governance Reforms and Trends

MODULE 19

Sustainability and Corporate Social Responsibility

- Sustainability Fundamentals: Triple Bottom Line
- CSR, Social Sustainability & Ethics
- Sustainability Metrics and Performance Measurement
- Sustainable Leadership and Resilience Building

MODULE 20

Entrepreneurship and New Ventures

- Defining Entrepreneurship
- Traits of Entrepreneurs
- Types of Entrepreneurships
- Business Models and Strategies for New Ventures

MODULE 21

Design Thinking & Innovation

- Introduction to Design Thinking
- The Design Thinking Process
- Managing Innovation and Creativity
- Incremental and Radical Innovation

MODULE 22

Consolidation & Capstone Project

- Consolidation of Strategy Concepts
- Capstone Project Proposal Development
- Innovation and Creativity in Capstone Projects
- Reflection and Learning from the Course

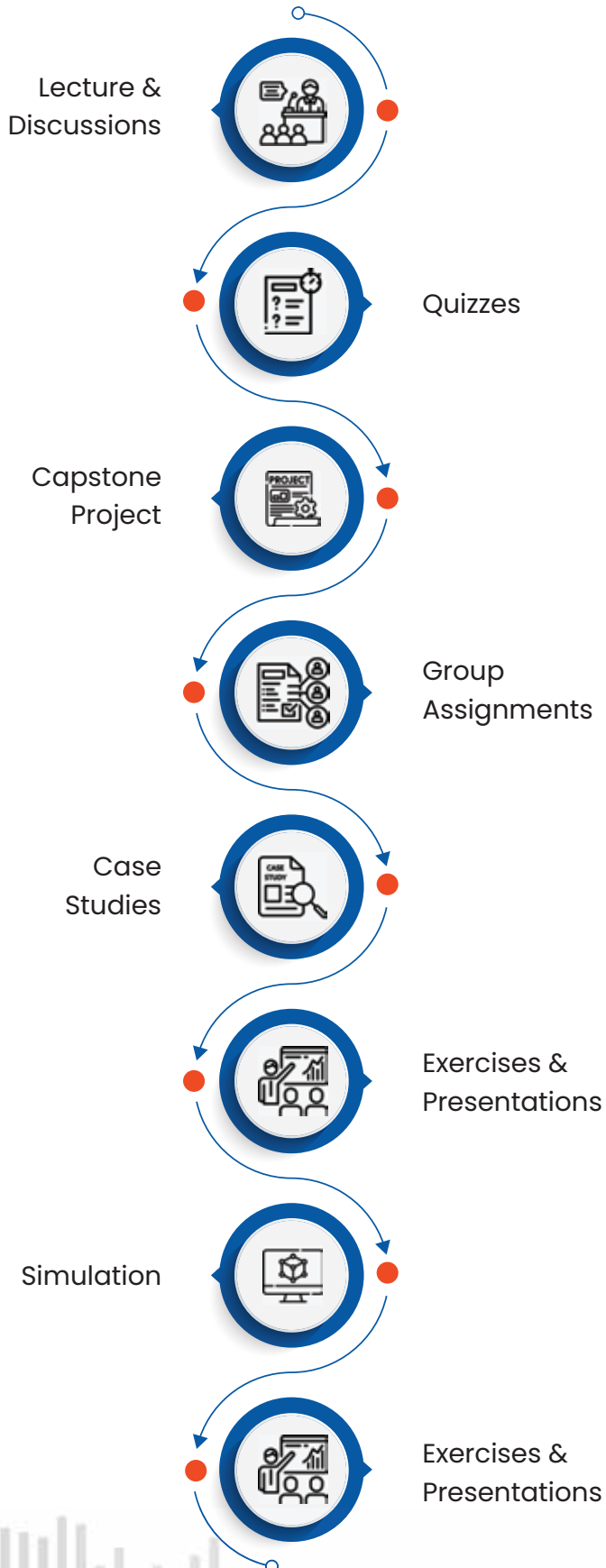
MODULE 23

Integrative Business Simulation

- Integration of Course Concepts
- Market Analysis and Strategy Formulation
- Competitor Analysis and Response Strategies
- Team Collaboration and Leadership in Simulation

Pedagogy

● Blend of Theoretical Concepts with Practical Applications:



Evaluation and Completion Criteria

The evaluation methodology is the discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments, and any other component as decided by the faculty. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the evaluation components specified by the faculty.

Assessment Matrix

Component	Sub-Component	Level of Assessment	Weightage	
Quizzes & Assignments	Module Quizzes	Individual	20%	40%
	Case Quizzes	Individual	10%	
	Strategy Frameworks Assignment	Individual	10%	
Capstone Project	Project Report	Group	15%	20%
	Presentation	Group	5%	
Integrative Simulation	Training Tasks	Individual	5%	40%
	Quiz	Individual	10%	
	Peer Evaluation	Individual	5%	
	Performance	Group	20%	
TOTAL			100%	

Programme Details

➤ Duration

- 1 Year | 140+ Hours of Learning

➤ Mode of Delivery

- Direct-to-Device (D2D) mode

➤ Campus Visit

- One Visit for 5 days.

➤ Session Timings

- Sundays, 02:00 PM to 05:00 PM

Note:

- The in-campus module is mandatory
- The eMDP programmes are designed to deliver a comprehensive learning experience with a focus on the total number of instructional hours as per the programme structure. While the programme is typically planned over a specific duration, the actual duration may vary depending on the completion of the required instructional hours. This ensures that the quality and content of the programme remain intact, irrespective of the time taken for its completion.
- In the case of only a valedictory ceremony, the charges will be separate and communicated at a later stage. Participants are required to pay these charges directly
- The 140+hour programme is designed to span 1 year.



Application Closure Date

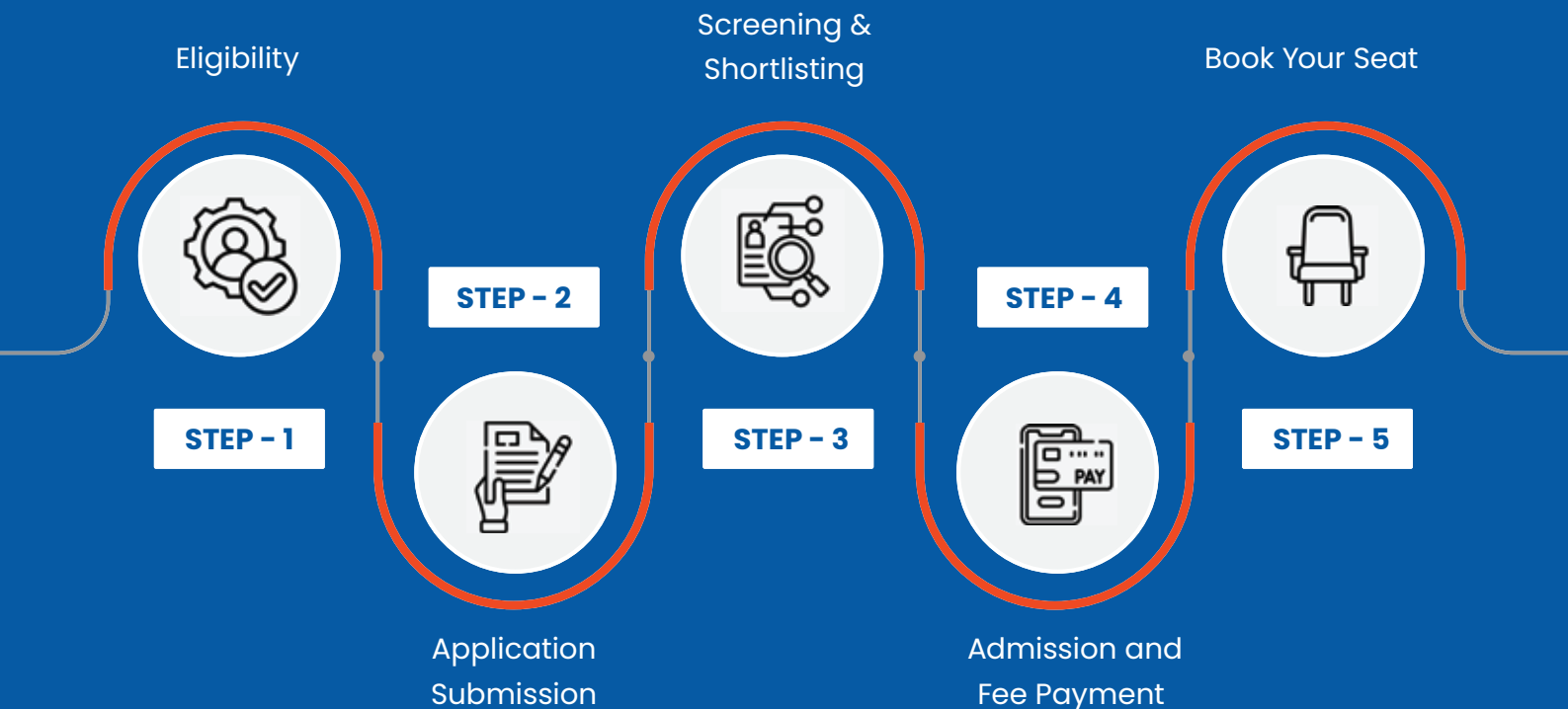
Closing Soon

Commencement Date

28th December, 2025



Admission Process



Admission Criteria

- Selection will be based on the candidate's profile and Statement of Purpose.

Eligibility Criteria

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international universities) in any discipline.
- By the programme commencement date, candidates should have a minimum of 2 years of postgraduate work experience.

Programme Fee Details

Fee Details	Amount
Application Fee	INR 2,000/- + GST
Total Programme Fee (Exclusive of Application Fee)	INR 1,80,000/- + GST*

INSTALMENT PATTERN

Booking Amount	INR 80,000/- + GST	3 days from the release of the offer letter
Instalment I	INR 60,000/- + GST	15 th March 2026
Instalment II	INR 40,000/- + GST	15 th June 2026

Easy EMI Options Available*

Certificate

- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a '**Participation Certificate**'.



- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a '**Certification of Completion**'.



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

Programme Director



Prof. Salman Ali

PhD, IIM Ahmedabad
B.Tech, University of Calicut (First Rank)

Prof. Salman Ali is an Associate Professor in the Strategic Management Area at the Indian Institute of Management (IIM) Kozhikode. He obtained his doctorate from IIM Ahmedabad, specialising in the domain of Strategic Management and International Business. His areas of research encompass fields such as internationalisation and re-internationalisation of firms, global tourism and sustainable development, as well as digital transformation strategies.

He has travelled extensively around the world, having visited over 25 countries spanning 6 continents, and has over 15 years of industry and academic expertise, including roles such as Assistant Professor at IIM Raipur and IIM Shillong, and Branch Director at Universal Business Links India (a franchisee of UBL United Kingdom). Prof. Ali has also made significant contributions to organisations such as CERA Sanitaryware Ltd, India and OCE Group, The Netherlands, through consultancy projects.



Why Strategic Management?

“

44% of leaders rank aligning strategy implementation with company culture as the most difficult challenge.

[*ClearPoint Strategy](#)

61% of executives feel they are not prepared for the strategic challenges they face upon being appointed to senior leadership roles.

[*HBR](#)

61% of respondents acknowledge that their firms often struggle to bridge the gap between strategy formulation and its day-to-day implementation.

[*Economist](#)

Two-thirds of managers say that past performance is the biggest factor when making a promotion decision, but a culture that promotes strategy execution must reward teamwork, ambition, agility and a willingness to change.

[*HBR](#)

”



Walk Through–Projected Career Trajectory

- **SENIOR STRATEGY MANAGER/ SENIOR CONSULTANT**

Role: Experienced professionals entering a company at a senior level often have in-depth industry knowledge and strategic expertise.

Skills: Should be able to analyse complex business landscapes, formulate innovative strategic plans, and execute them effectively.

Salary: INR 17–34 LPA.

- **STRATEGY DIRECTOR**

Role: Leading strategy teams, shaping strategic direction, and overseeing multiple projects.

Skills: Team leadership, strategic direction, project management.

Salary: INR 20–49 LPA.

- **VICE PRESIDENT OF STRATEGY/CHIEF STRATEGY OFFICER (CSO)**

Role: As a VP or CSO, you are responsible for the overall strategic direction of the organisation, advising the CEO and board, and driving corporate growth.

Skills: Strategic leadership, board-level communication, corporate growth strategy.

Salary: INR 27–42 LPA for VP and 62 LPA for CSO.

- **PARTNER**

Role: Partner positions are reserved for the most seasoned strategists, and they may sit on executive boards and shape the organisation's future.

Skills: Excel in areas such as strategic planning, acumen, leadership, business development, and stakeholder engagement.

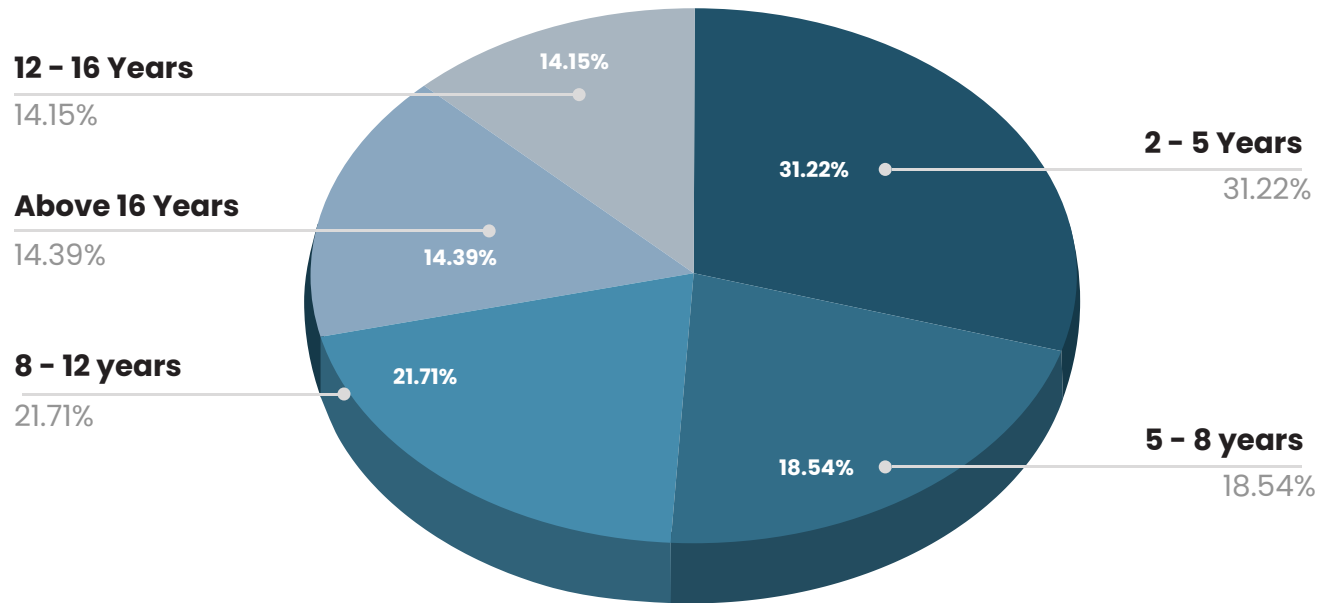
Salary: INR 10–50+LPA.

^{*}[GLASSDOOR](#)



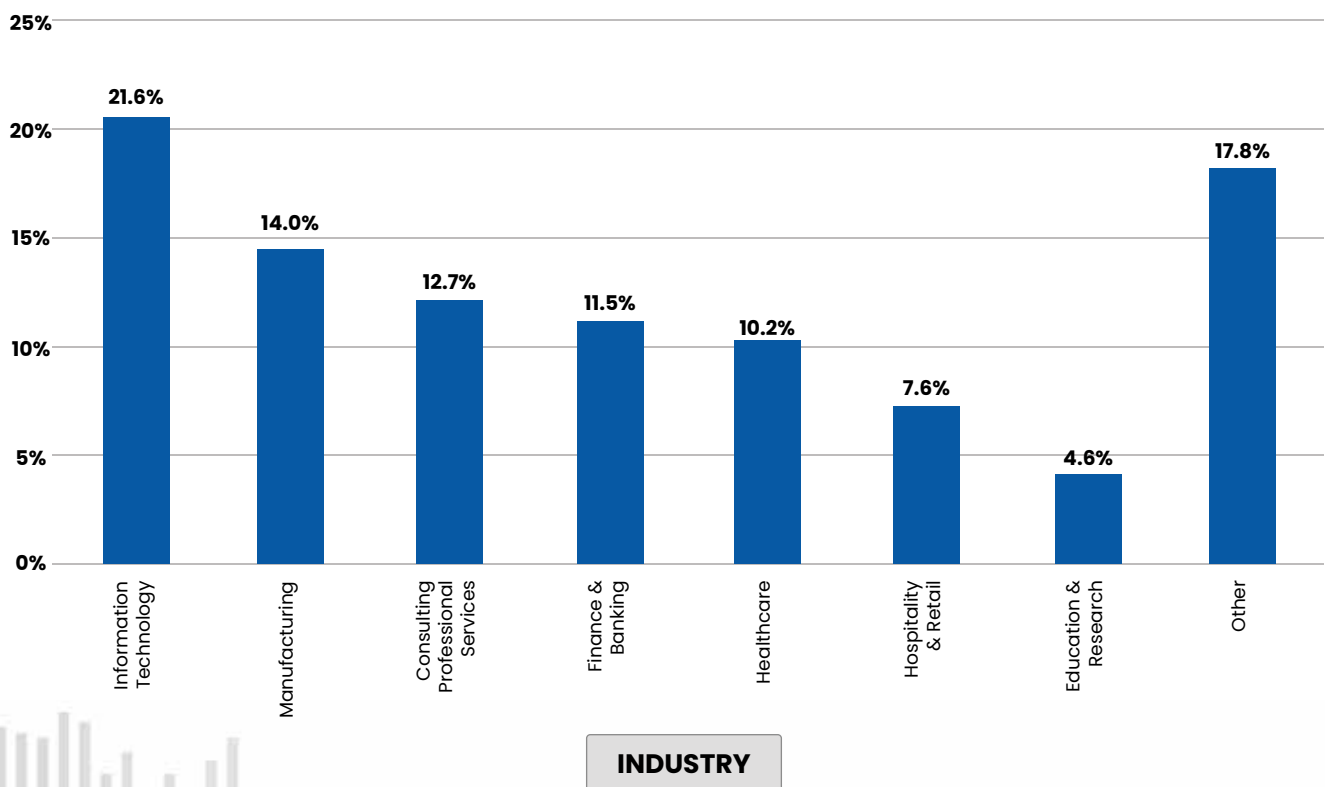
Recent Batch Analysis

Work Experience



Industry-wise bifurcation

COUNT IN PERCENTAGE



Recent Batch Analysis

➤ Top Profiles of our Alumni

Director

Head of Product & Operations

Chief Operating Officer

General Manager

Chief Marketing Officer

Project Manager

Vice President

Senior Manager

➤ Top Companies where our alumni are working at:



JPMorganChase

AMERICAN
EXPRESS

ORACLE



Johnson&Johnson

SIEMENS



Deloitte.

DELL Technologies

Note

- Highlighted above are the previous batch demographics of IIM Kozhikode's Professional Certificate Programme in Strategic Management.
- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.

Hear From Our Alumni



MR. YOGESH TIWARI

Assistant Manager Contracts
Larsen and Toubro Heavy Infra IC

My motivation for joining the IIM Kozhikode Professional Certificate Programme in Strategic Management was to enhance my skills in strategic management and apply them to contract management in the civil engineering sector. The faculty's real-world insights and practical case studies made a significant difference, especially in areas like negotiation and risk management. The supportive learning environment and valuable mentorship were key highlights. I highly recommend this programme for its practical learning, expert faculty, and networking opportunities.



MR. JAMES PATIL

Senior Manager (Operations)
RI RCM, Hyderabad

I joined the IIM Kozhikode Strategic Management Programme to enhance my career profile, and it truly exceeded my expectations. The well-structured course, combined with real-world applications and inspiring faculty, honed my analytical thinking, leadership, and decision-making skills. Jaro Education provided exceptional support throughout, from admission to job placement assistance. This programme is a must for anyone looking to deepen their strategic management skills and advance in their career.



MR. CHANDRA PRAKASH SINGH

Assistant General Manager
Vodafone Idea Limited

With nearly 15 years of experience as a Business Executive, I joined the Strategic Management programme by IIM Kozhikode to enhance my leadership skills and career prospects. The programme provides the right knowledge and tools to grow professionally. The leadership-focused curriculum and the team-oriented environment have helped me refine my abilities as a team player while preparing me for greater challenges in my career. I would highly recommend this programme to those looking to achieve higher career growth in the corporate sector.



MR. SHUBHANG KHARE

Investor Support Analyst,
J.P. Morgan Chase & Co.

My experience with Jaro Education was exceptional. The team provided outstanding support, ensuring smooth coordination for batch changes and class invitations. Their responsiveness and dedication made the learning journey seamless. I highly appreciate their efforts in facilitating this programme, which has significantly contributed to my professional development. Jaro's commitment to student success is truly commendable.



MR. VIVEK BALACHANDRAN

Manager, Accessories
Eram Motors Pvt. Ltd

Affiliating with IIM Kozhikode, India's third-ranked business school, through Jaro Education has been a dream realized. The faculty's ability to simplify complex management concepts through relevant case studies made learning both engaging and impactful. Jaro's robust LMS platform and feedback-driven approach demonstrate their dedication to continuous improvement. This programme has provided me with strategic frameworks that are already enhancing my professional decision-making. An invaluable investment for any serious management professional.



MR. VISHWANATH MC

Senior Manager
Cytiva

My experience in learning strategic management was a transformative process. The curriculum was meticulously designed, integrating theoretical concepts with hands-on applications. Engaging case studies allowed me to analyze successful strategic plans from various organizations, enhancing my ability to think critically about strategy formulation and execution. The instructors were highly knowledgeable and supportive.



MR. AMAL VIJAYAN

Faculty – Strategic Management and Accounting
IIC Lakshya, Calicut

IIM Kozhikode's strategy management programme, facilitated by Jaro Education, delivers exceptional value for professionals seeking corporate advancement. The curriculum's focus on strategic management and managerial discretion has provided me with tools to navigate complex business challenges confidently. The perfect synergy of academic rigor and practical relevance makes this programme stand out. Jaro's seamless coordination allowed me to focus entirely on learning without administrative distractions. A transformative experience that has redefined my professional approach.



A Glimpse into the Previous Cohort's Campus Immersion



About IIM Kozhikode



NIRF India Ranking
(Management)
2025



Global Financial Times
Ranking (Open
Enrolment) 2025



QS World University Ranking
(Business and Management
Studies) 2025



IIM Kozhikode began its academic journey in 1997 with its flagship two-year Postgraduate Programme (PGP), leading to a Master of Business Administration (MBA) degree. Today, the Institute is on a high growth trajectory, offering one of the widest arrays of academic programs in management education. These include the Doctoral Programme in Management (PhD), Executive MBA programmes, Management and Faculty Development Programmes, and a unique PhD (Practice Track) for working professionals. In 2019, the Institute introduced programs such as the two-year MBA in Finance, MBA in Liberal Studies & Management, and the innovative one-year MBA in Business Leadership. In 2025, it further expanded its portfolio with a one-year Diploma in Management and a four-year Bachelor's in Management Studies.

IIM Kozhikode has articulated a bold institutional vision – 'Vision 2047: Globalizing Indian Thought' – aligning with 100 years of Independent India and 50 years of IIMK's own journey. Guided by the principles of Satyam (Authenticity), Nityam (Sustainability), and Purnam (Fulfilment), the Institute aims to nurture responsible, values-driven leaders, thinkers, and educators who contribute to building a better, sustainable world. IIMK is home to pioneering initiatives, including IIMK LIVE – a first-of-its-kind startup incubation programme, the Indian Business Museum, and six Centres of Excellence across diverse domains. The Institute also has a satellite campus in Kochi, primarily catering to Executive Education.

IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK), and is also a member of AACSB. It is ranked 3rd in India as per the NIRF (National Institutional Ranking Framework) 2025 in the Management category. In the Financial Times (FT) Rankings 2025, IIMK's MBA is ranked #69 globally, while its Open Enrolment Programme is ranked #76 worldwide. In the QS World University Rankings 2025, IIMK is placed in the 141+ band for Business and Management Studies; its MBA programme is ranked 151+, and its Executive MBA is ranked 161+ globally.



About Jaro Education

3,50,000+

Careers Transformed

150+

Programs from a Quality
Bucket of Diverse Domains

30+

World's leading Academic
Partners

23+

Learning Centres across
India, USA, and Singapore

20+

Top NIRF Ranked Indian
Institutes & Universities

10+

Top QS Ranked Global
Institutes & Universities



e-India Awards

The Best ICT Enabled
Higher Education
Institute Award



Educational
Excellence Awards

Most Innovation &
Successful online MBA
Program in India



MODI Awards

Outstanding
Contribution in Online
Education



ABP Education
Awards

Best Digital Learning
Innovation Award



World HRD
Congress

National Best
Employer Accolade



World HRD
Congress

Edtech Leadership
Awards

OUTLOOK BUSINESS



Outlook Business Icon
Awards 2023

India's Most Trusted
Online Higher Education Company



The Business
Awards 2024

Leading Edtech Company
of the Year

Jaro Education is an online higher education and upskilling company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & Ph.D., Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.

Career Assistance by Jaro Education

- **Resume Building**

We create ATS-friendly resumes that highlight your skills and achievements.

- **LinkedIn Optimization**

Enhance visibility and connect with the industry leaders.

- **Career Sessions**

Jaro Connect offers expert-led bootcamps on industry trends.

Note: IIM Kozhikode or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career services are simply provided as a service to help you proactively manage your career. Jaro Education provides the career services described here. IIM Kozhikode is not involved in any way with the career services described above and offers no commitments.



jaro education

Contact us now!

JARO EDUCATION PROGRAMME EXPERT

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www.jaroeducation.com

Jaro Education's Presence

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Kolkata | Mumbai | Nagpur | Pune