



ADMISSION NOTIFICATION – 2018

August 14, 2018

EXECUTIVE POST GRADUATE CERTIFICATE PROGRAMMES

ABOUT IIM KOZHIKODE

Spread over above 100 acres of land, the Indian Institute of Management Kozhikode is situated on two hillocks in the Kunnamangalam Area of the ancient city of Calicut in Kerala. Boasting of one of the most picturesque and oxy-rich campuses in the country, the world-class infrastructure includes air-conditioned classrooms, guest care areas and LAN/WAN connectivity which enables every IIMK resident to be exposed to a wholesome experience. Managed by a dedicated regular administrative staff of 70, it is one of the most efficient Institutions in the country, which knows how to keep balance sheet green and keep all the stakeholders happy.

With its roots dating back to 1997, the Indian Institute of Management Kozhikode started with a batch of 42 students but has grown tremendously over the years with the current batch strength of 422 odd students, making it the fastest growing management school in the country.

IIMK pioneered the Interactive Distance Learning (IDL) PROGRAMME for working executives in India. Having started with 300 class contact hours in 2001-02, Executive Post Graduate Programme in Management is today the richest available in the country having 738 class contact hours.

The Institute started its Fellow (Doctoral) Programme in Management in 2007 to complete the full range of educational services expected from an Institution of higher learning and is also taking a new initiative to give impetus to the post-doctoral research activities in the management field, dedicating over 30000 sq. ft. in library space for it, and creating a 300 people strong capacity for boarding and lodging facilities in summers.

IIMK also offers short-duration management development programs (EMDP) delivered through interactive learning platform. These programs are designed for executive development without demanding the participants to take a break from work or having to travel to IIM Kozhikode campus. While our on-campus programs provide a different learning experience, many participants who are hard pressed for time and would want to take-up professional development program may benefit from this unique experience of learning through technology platform. Individuals & employers can now plan their management training and development sessions with the eMDP programs offered by IIM Kozhikode.

IIMK is also one of the few Centres for Development of Digital Libraries in the world and is a country leader. A prominent achievement which comes to the limelight is the establishment of an Incubation Centre for excellence, in collaboration with the Government of Kerala to help the Scheduled Castes/tribes students overcome their deficiencies in communication, personality etc.

IIM Kozhikode started a business incubator and entrepreneurship development centre LIVE with the support of Department of Science and Technology, Government of India. Established in June 2016, the centre is envisioned to function as a business incubator with a purpose of creating a National Centre of Excellence that promotes innovation, new business venturing, and entrepreneurship. Towards this, it seeks to emerge as a collaborative platform that helps transform innovative ideas into business ventures that make significant economic and social impact.



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ABOUT TIMES PROFESSIONAL LEARNING - A division of Bennett, Coleman & Co. Ltd

Founded in 1838, the Times Group is India's largest and most diverse media house with an unmatched presence across all platforms — Publishing, Radio, TV, OOH and Online media — in the entire sub-continent. 'The Times of India', Times Group's Star newspaper, is the largest English newspaper in the world along with its sister publication 'The Economic Times' coming in as the world's second-largest daily English business publication.

The Second Wind (TSW) is an initiative by Times Professional Learning for working professionals who are keen to hone their skills to add value to their work for a more rewarding career.

TSW's passion for excellence and a brief that "Executive Education Empowers" works hand in hand with the organization's aim to impart knowledge to business professionals nationwide.

TPL uses its wealth of the industry knowledge, possessed by numerous media assets of its parent group to deliver industry-specific skills through an innovative technology. Its focus is to build knowledge infrastructure that applies to India-specific skill gaps and complements the aspiration of an Indian citizen. TPL has 50 learning centres with a presence in 36 cities across India.

Zone	State	City
East	Assam	Guwahati
	Bihar	Patna
	Jharkhand	Jamshedpur
	Jharkhand	Ranchi [#]
	Odisha	Bhubaneswar
	West Bengal	Kolkata
North	Chandigarh	Chandigarh
	Haryana	Gurgaon
	Madhya Pradesh	Indore
		Bhopal [#]
	New Delhi	New Delhi
	Punjab	Jalandhar
	Rajasthan	Jaipur
	Uttar Pradesh	Lucknow
		Noida
Jammu and Kashmir	Jammu [#]	

Zone	State	City
South	Andhra Pradesh	Visakhapatnam
		Vijayawada [#]
	Karnataka	Bangalore
		Mangalore
		Mysore
	Kerala	Calicut
		Kochi
		Thiruvananthapuram
	Tamil Nadu	Chennai
		Coimbatore
		Trichy
	Telangana	Hyderabad
West	Chhattisgarh	Raipur
	Goa	Goa
	Gujarat	Ahmedabad
		Rajkot
		Vadodara
		Surat [#]
	Maharashtra	Mumbai
		Navi Mumbai
		Pune
		Thane

[#] Tentative centre.

For details of centres, please visit <http://www.iimk.ac.in/academics/egpg/classroomcentres.php>.

A participant can choose one learning centre at a time to attend the classes. Change in the centre is permitted only for valid reasons such as job location change, address change etc. A nominal fee is applicable for such permanent centre change.



ABOUT THE PROGRAMME

Indian Institute of Management Kozhikode invites online applications from working professionals for the following Executive Post Graduate Certificate Programmes in

- **Marketing Management (EPGCMM- Batch 11)**
- **Strategic Management (EPGCSM- Batch 11)**
- **Operations Management (EPGCOM- Batch -10)**
- **Financial Management (EPGCFM- Batch -10)**
- **Information Technology Management and Analytics (EPGCITMA- Batch -06)**
- **Human Resources Management (EPGCHRM- Batch -06)**

Executive Post Graduate Certificate Programmes are conceived with the idea of providing specialized learning in the specific business function. These programmes offer a range of foundation, advanced and integrative courses in the specific functional area for working executives aiming to build specialized competency in specific business function.

PROGRAMME DURATION

The total duration of the programme is one year consisting of 225 hours.

PROGRAMME DELIVERY

Executive Post Graduate Certificate Programmes are delivered through the technology platform of **Times Professional Learning (TPL)** under the brand TSW which delivers these programmes live through multiple TPL learning centres spread across the country over an interactive learning platform during evenings and weekends. These programmes have one in-campus module of six days at the beginning of the programme; which is conducted at the IIMK campus and attending the in-campus module is a mandatory requirement to enrol for the program. Participants are required to make their own arrangement for travel & lodging / boarding to attend the in-campus module.

For details of TPL learning centres across India, please visit our website <http://www.iimk.ac.in/academics/epgp/classroomcentres.php>. Candidate can choose one learning centre to attend the online platform classes.

Generally, there will be two classes in a week for each programme having 3 hours each.

Programme	Schedule
EPGCMM	Monday 06:45 PM – 09:45 PM; Sunday 03:30 PM – 06:30 PM
EPGCSM	Thursday 06:45 PM – 09:45 PM; Sunday – 12:15 PM – 03:15 PM
EPGCOM	Friday – 06:45 PM – 09:45 PM and Sunday - 09:00 AM – 12:00 PM
EPGCFM	Wednesday – 06:45 PM – 09:45 PM and Saturday – 06:45 PM – 09:45 PM
EPGCHRM	Wednesday – 06:45 PM – 09:45 PM and Saturday – 03:30 PM – 06:30 PM
EPGCITMA	Tuesday – 06:45 PM - 09:45 PM and Sunday – 03:30 PM – 6:30 PM

Note: Class schedule mentioned is subject to change & IIMK reserves all rights to change the schedule according to the programme requirement.

The complete class schedule for each quarter will be provided to participants before the commencement of each quarter; so as to enable the participants to balance their profession and studies.



PEDAGOGY & ACADEMIC EVALUATION

The teaching approach will be the 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, behavioral and computer-based simulations, projects and class presentations.

There will be various kind of assessment for the 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	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0

ELIGIBILITY CRITERIA

- Bachelor's Degree[#] or its equivalent in any discipline with 50% aggregate mark or equivalent CGPA.
- 3 Years of managerial/ entrepreneurial/ professional experience after graduation as on **31st October 2018** (Last date to apply online for the programme).

Candidates applying for EPGCITMA programme should meet one of the following additional requirements apart from the above criteria a & b

- The candidate must have studied at least 3 subjects related to Information Technology during Graduation or any additional diploma level Certification in Information Technology.

OR

- Minimum of 2 years experience (out of 3 years) preferably in the IT/ITES/Technology sectors or the IT Function of an organization.

[#]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 ([Click here](#) for the list of universities) or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The percentage of marks obtained by the candidate for 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/ ADMISSION

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

Candidate shortlisted for the interview; will be intimated through call letter about the date and time of the interview after the closure of the online registration. Candidates are required to attend the online interview from the learning centre opted in the application form. If the candidate has opted for a tentative learning centre, she/he may be required to attend the interview from the nearest available centre informed by the institute.

A candidate can apply for multiple programmes by submitting separate application for each of the programme. If a candidate is shortlisted for 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/selection process

APPLICATION FEE

Candidate applying for Executive Post Graduate Certificate Programme is required to remit a non-refundable fee ₹ 2000 + Goods and Service Tax (GST)* as applicable per application through online^{##} using Net Banking, Credit Card/ Debit Card. Payment through any other mode is not acceptable. Application fee once paid is not refundable or adjustable under any circumstances. Application form without the fee will be merely rejected. Candidate applying for more than one programme is required to remit application fee separately for each of the programme that she/he is applying.

* Current GST rate applicable is 18.00%.

^{##} Bank transaction charges for the online payment will have to be borne by the candidate.

PROGRAMME FEE

Programme Fee ₹ 2,20,000 + Goods and Service Tax (GST)* as applicable payable in four instalments. Participant can remit the programme fee using net banking, credit/debit card, IMPS, NEFT etc. through the fee collection portal of Vijaya Bank using the unique student identification number.

EPGCFM-10 & EPGCHRM-06				
Installment	Fee (Rs.)	GST (Rs.)	Total Fee(Rs.)	Due Date
Intallment - 01	44000	7920	51920	December '2018
Intallment - 02	61600	11088	72688	February '2019
Intallment - 03	61600	11088	72688	June '2019
Intallment - 04	52800	9504	62304	October ' 2019

EPGCMM-11 & EPGCSM-11				
Installment	Fee (Rs.)	GST (Rs.)	Total Fee(Rs.)	Due Date
Intallment - 01	44000	7920	51920	December '2018
Intallment - 02	70400	12672	83072	February '2019
Intallment - 03	52800	9504	62304	June '2019
Intallment - 04	52800	9504	62304	October ' 2019



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EPGCITMA-06				
Installment	Fee (Rs.)	GST (Rs.)	Total Fee(Rs.)	Due Date
Intallment - 01	44000	7920	51920	December '2018
Intallment - 02	52800	9504	62304	February '2019
Intallment - 03	70400	12672	83072	June '2019
Intallment - 04	52800	9504	62304	October ' 2019

EPGCOM-10*				
Installment	Fee (Rs.)	GST (Rs.)	Total Fee(Rs.)	Due Date
Intallment - 01	70400	12672	83072	December '2018
Intallment - 02	52800	9504	62304	February '2019
Intallment - 03	44000	7920	51920	June '2019
Intallment - 04	52800	9504	62304	October ' 2019

* Current GST rate applicable is 18.00%.

*Programme fee installment details of the EPGCOM programme is tentative.

CERTIFICATE AWARDED

On successful completion of the programme, the participant will be awarded the title '**Executive Post Graduate Certificate in Respective Specialisation Area**' by IIM Kozhikode.

HOW TO APPLY

Candidates are advised to go through the programme details, eligibility criteria and instructions to fill the application form before registering online

- 1) Register online with the basic information. On successful registration, the candidate will receive the application number on her/his registered email id.
- 2) Please log in to the application portal using the application number, email & password generated during the registration and complete the application fee payment.
- 3) **After successful payment of the application fee, the candidate is required to submit the application within 7 days after the payment.**
- 4) Please take the print out of the application form (**2 Copies**) and put your signature on it.
- 5) Forward 2 copies of the duly signed application form along with one set of the self attested copies of the documents specified in the **Annexure-I** to the following address through speed post/courier.

Manager-EPGP

Executive Post Graduate Programmes

Indian Institute of Management Kozhikode

IIMK Campus P O, Kunnamangalam Kozhikode - 673570

Ph : (0495) 2809417/223/412/224/416/492

Note: Application form without the signature of the candidate will be rejected outright. The envelope containing the application form and supporting documents should be super scribed as "**APPLICATION FOR THE PROGRAMME (Programme Name[s]) ADMISSION-2018**".



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- 6) Submission of the hard copy of the application form along with supporting documents is mandatory to consider the candidate for the selection process. Candidates are requested to ensure the application form is dispatched to the institute immediately after submission online.
- 7) Candidate shortlisted for the interview (online) will be communicated through Email/SMS and call letter will be issued with interview date, time and centre.
- 8) Request for re-scheduling the interview will not be considered under any circumstances.
- 9) Result of the selection process will be announced in the IIMK website & candidates will be informed through Email/SMS.
- 10) Candidates shortlisted for admission to the programme can download the offer letter from the website after accepting the offer electronically.
- 11) Candidates shortlisted for admission to the programme are required to submit all the original academic & experience records specified in the **Annexure-I** for verification on the first day of the in-campus module. Originals will be returned after verification.

IMPORTANT DATES

Last date to apply online	31st October 2018
Last date to receive the hard copy of the application at IIMK	7th November 2018
Date of interview	12th Nov – 26th Nov
Result announcement	On or before 3rd Dec' 2018
Last date for offer acceptance & Part payment of the programme fee towards confirmation of admission	17th December 2018
Date of first installment payment	7th January 2019
In-Campus Module	January 2019

Note: Dates of the in-campus module will be communicated the candidates in due course.

ADMISSION HELPDESK

Indian Institute of Management Kozhikode

Executive Post Graduate Programmes Office

IIMK Campus P.O, Kunnamangalam

Kozhikode - 673 570, Kerala

☎ 0495-2809417, 223, 412,416,233,224 ☎ www.iimk.ac.in ✉ epgpadmission@iimk.edu.in

Office Hours: 9.00 AM - 5.30 PM (Monday to Saturday except Second Saturday)

Times Professional Learning (Technology & Infrastructure Service Provider)

☎ 7400084666 ☎ www.timestsw.com ✉ tswadmission@timesgroup.com



ANNEXURE I - LIST OF DOCUMENTS TO BE SUBMITTED ALONG WITH THE APPLICATION FORM & FOR VERIFICATION

After submitting the online application & fee payment, candidate is required to send **two copies of the application form duly signed** along with **one set of the following documents** annexed properly to the address specified.

1. Affix your colour photograph on one of the application forms at the same place where the photograph is printed on the application form. **Do not staple the photograph.**
2. Self attested copies of the following academic records (10th onwards)
 - i) 10th /SSLC Certificate & Mark Sheet.
 - ii) Pre-Degree/Plus-Two/HSC/VHSC Mark Sheet & Certificate.
 - iii) Degree mark sheet of all the years/semesters (Consolidated mark sheet of all the years/semesters is also acceptable) & Original Degree Certificate (Provisional Certificate, if original degree certificate not received).
 - iv) PG/Other Higher Qualification mark sheet of all years & Certificate, if mentioned in the application form.(Not a mandatory Requirement, if the information is not submitted in the application form)
3. Self attested copies of the experience certificate(s) for the experience details submitted in the online application form and justifying the 3 years work experience after graduation.
4. Self attested copy of experience letter /reference letter /employment details confirmation letter from the current employer.
5. Self attested copy of a valid photo identity proof (Passport/Driving License/PAN Card/AADHAR Card)

NOTE

1. Please do not send any original academic/experience record along with the application form.
2. All original certificates (Academic & Experience) should be produced for verification during the in-campus module.
3. Candidates failing to produce the original certificates for verification will not be permitted to join the programme.
4. Please refer FAQ's for more clarifications with regards to supporting documents.



ANNEXURE II - CURRICULUM & COURSE STRUCTURE

EPGCMM-11

Quarter	Course Title	Course Code	Credits	Hours
Quarter -I	Marketing Management	MM-01	3	27
	Marketing Research	MM-02	2	18
Quarter-II	Consumer Behaviour	MM-03	2	18
	Managing Business Markets	MM-04	2	18
	Retail Marketing	MM-05	2	18
	Marketing Communications Management	MM-06	2	18
Quarter-III	Sales & Distribution Management	MM-07	2	18
	Service Marketing	MM-08	2	18
	Internet Marketing	MM-09	2	18
Quarter-IV	Customer Relationship Marketing	MM-10	2	18
	Product & Brand Management	MM-11	2	18
	Strategic Marketing	MM-12	2	18
		Total	25	225

EPGCSM-11

Quarter	Course Title	Course Code	Credits	Hours
Quarter -I	Strategic Management	SM-01	3	27
	International Business I	SM-02	1	9
	An Introduction to Accounting and Finance	SM-03	1	9
Quarter-II	Strategy Implementation	SM-04	3	27
	International Business II	SM-05	2	18
	Management of Technology and Innovation	SM-06	3	27
Quarter-III	Corporate Governance	SM-07	2	18
	Entrepreneurship & New Ventures	SM-08	2	18
	Strategy Analytics	SM-09	2	18
Quarter-IV	Mergers, Acquisitions & Strategic Alliances	SM-10	2	18
	Managing Change and Transformation	SM-11	2	18
	Models & Frameworks of Strategic Analysis	SM-12	2	18
		Total	25	225



EPGCOM-10*

Quarter	Course Title	Course Code	Credits	Hours
Quarter -I	Quantitative Techniques & Forecasting	OM-01	2	18
	Supply Chain Management	OM-02	2	18
	Operations Management	OM-03	2	18
	Operations Research	OM-04	2	18
Quarter-II	Project Management	OM-05	2	18
	Service Operations Management	OM-06	2	18
	Advanced Operations Research	OM-07	2	18
Quarter-III	Six Sigma	OM-08	2	18
	Enterprise Resource Planning	OM-09	1	9
	Simulation and Systems Dynamic	OM-10	2	18
Quarter-IV	Operations Strategy	OM-11	2	18
	Product Innovation and Development	OM-12	2	18
	Lean Systems	OM-13	2	18
		Total	25	225

*Curriculum of the EPGCOM programme is tentative.

EPGCFM-10

Quarter	Course Title	Course Code	Credits	Hours
Quarter -I	Financial and Management Accounting I	FM-01	2	18
	Financial Management	FM-02	2	18
	Financial and Management Accounting II	FM-03	1	9
Quarter-II	Advanced Management Accounting	FM-04	2	18
	Management of Financial Institutions	FM-05	2	18
	Security Analysis and Portfolio Management	FM-06	3	27
Quarter-III	Fixed Income Securities	FM-07	2	18
	Financial Derivatives	FM-08	2	18
	Advanced Corporate Finance	FM-09	3	27
Quarter-IV	Financial Statement Analysis	FM-10	2	18
	Strategic Financial Management	FM-11	2	18
	Risk Management	FM-12	2	18
		Total	25	225



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EPGCITMA-06

Quarter	Course Titles	Course Code	Credits	Hours
Quarter -I	Management Information Systems	IT-01	3	27
	Digital Governance	IT-02	2	18
Quarter-II	Business Intelligence and Analytics	IT-03	2	18
	Enterprise Cloud Computing	IT-04	2	18
	Technology Entrepreneurship and Innovation	IT-05	2	18
Quarter-III	IT Strategy and Business Transformation	IT-06	2	18
	Management of IT Products and Services	IT-07	2	18
	ICT for Sustainable Development	IT-08	2	18
	Social Media Analytics	IT-09	2	18
Quarter-IV	Big Data and IoT	IT-10	2	18
	E-Commerce	IT-11	2	18
	Cyber Security and Privacy	IT-12	2	18
Total			25	225

EPGCHRM-06

Quarter	Course Title	Course Code	Credits	Hours
Quarter -I	Organizational Behaviour	HR-01	3	27
	Human Resource Management	HR-02	2	18
Quarter-II	Organizational Development and Change	HR-03	2	18
	Performance and Talent Management	HR-04	3	27
	Negotiation and Conflict Management	HR-05	2	18
Quarter-III	Labour Law and Industrial Relations	HR-06	2	18
	Effective Hiring Compensation and Reward Management	HR-07	3	27
	Creativity and Innovation	HR-08	2	18
Quarter-IV	Leading Self and Organization	HR-09	3	27
	Strategic HRM & International HRM	HR-10	3	27
Total			25	225