



Executive Post Graduate Programme in Management For Working Professionals Batch -14

ADMISSION - 2021



ABOUT IIM KOZHIKODE

Indian Institute of Management Kozhikode has its beautiful campus sprawling over 112.5 acres of land on the two hillocks at Kunnamangalam in Kozhikode in Kerala. IIMK showcases the repute as one of the most spectacular 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. Down the memory lane, IIMK started with a batch of 42 students in 1997 has tremendously grown over the years as one of the best and the fastest growing school in the country.



IIMK pioneered the Interactive - Learning (I-L) Program for working executives in India. Executive Management Education Programme (EMEP), the trail blazer interactive learning programme started with 300 class contact hours in 2001-02, is the most rigorous two year MBA programme available in the country with around 750 class contact hours.

ABOUT THE PROGRAMME

The Executive Post Graduate Programme in Management (EPGP) for working professionals is a two years master's degree programme in management offered on Interactive Learning (IL) platform. The objective of the programme is to impart management education to working executives seeking skills and strategies to take their organizations to the next level. The program with 750 instruction hours provides the participants with skills for leadership in the knowledge economy through an innovative curriculum.

During the first year, the curriculum focuses on equipping the participants with

- an inside look at each main functional area, its purpose, and role.
- the ability to understand the economic and regulatory trends.
- various analytical tools and techniques that can give deeper insights in to the business.
- the ability to take a big picture approach quintessential for senior managers.

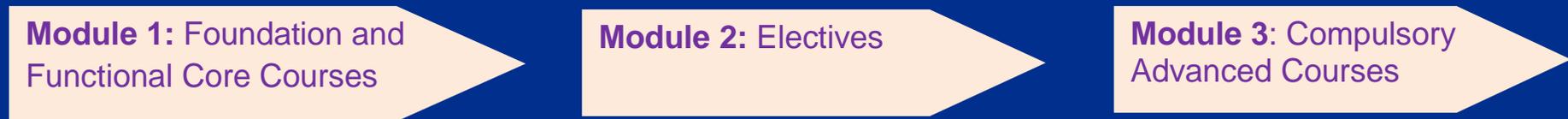
PROGRAMME TITLE

On successful completion of the programme, participants would be awarded the title '**Master of Business Administration**'.



PROGRAMME STRUCTURE & COURSES

The duration of the programme is two academic years split into seven quarters. The structure of the programme is divided into 3 modules, viz.



Each course in the programme is structured around the concept of credits. Each credit represents 10 hours of contact sessions, such that, a full course of 3 credits requires 30 hours of classroom instruction and interaction. Participants should note that each hour of instruction would normally require a minimum of another three hours of preparation.

FIRST YEAR – CORE COURSES (MODULE-1)

The first year of the programme is divided into four quarters. The first year contributes to compulsory core courses covered in 380 hours of instruction of which, approximately 30 hours are based on In-Campus module of duration one week conducted in the premises of IIMK and the remaining 350 hours are covered on the interactive learning platform.

CORE COURSES

Quarter - I

Quantitative Techniques
Managerial Economics
Organizational Behaviour-I
Managerial Communications
Financial Accounting

Quarter – II

Operations Research
Business Law
Economic Environment

Information Systems
Financial Management-I
Organizational Behaviour-II

Quarter - III

Marketing Management
Operations Management
Strategic Management
Financial Management-II
Digital Business Models

Quarter IV

Marketing Research
Quality Management
Cost and Management Accounting
Environmental Governance &
Sustainability
Human Resources Management

SECOND YEAR –ELECTIVE COURSES (MODULE-2)

The second year of the program is divided into three quarters. The second year of the curriculum contributes to elective courses offered by various academic areas. Participants should choose elective courses accounting to 28 credits in total (all three quarters put together) with a minimum of 8 credits in each quarter from a bouquet of courses from all subject areas to cover up 280 hours of instructions. In addition to three-quarters of learning, there are two in-campus modules, one after the beginning of the second year and one at the end of the second year each of one week duration.

LIST OF ELECTIVE COURSES

MARKETING

- Consumer Behaviour
- Managing Business Markets
- Marketing Communications Management
- Sales & Distribution Management
- Services Marketing
- Digital Marketing
- Customer Relationship Marketing
- Product & Brand Management
- Strategic Marketing

STRATEGY

- Strategy Implementation
- Management of Technology & Innovation
- Corporate Governance
- Entrepreneurship & New Ventures
- Strategy Analytics
- Mergers, Acquisitions & Strategic Alliances
- Managing Change & Transformation
- Models & Frameworks of Strategic Analysis

FINANCE

- Advanced Management Accounting
- Security Analysis & Portfolio Management
- Valuations, Mergers & Acquisitions
- Financial Derivatives
- Management of Financial Institutions
- Financial Statement Analysis
- Strategic Financial Management
- Risk Management

OPERATIONS

- Supply Chain Management
- Lean Six Sigma
- Project Management
- Design thinking for innovation & Product Development
- Simulation & Systems Dynamics
- Operations Strategy
- Service Operations Management
- Predictive Analytics

HUMAN RESOURCES

- Performance & Talent Management
- Leading Self & Organization
- Negotiation & Conflict Management
- Labour Law & Industrial Relations
- Compensation & Reward Management
- Creativity & Innovation
- Organisational Development & Change
- Strategic & International HRM
- HR Analytics

INFORMATION SYSTEMS

- Business Intelligence & Analytics
- Cyber Security & Privacy
- User Experience Design
- Artificial Intelligence for Business
- ICT for Sustainable Development
- Social Media Analytics
- Big Data Analytics
- Digital Disruptions through IoT
- Enterprise Cloud Computing

SECOND YEAR –COMPULSORY COURSES – (MODULE-3)

During the second year, the programme would be covering the compulsory courses such as **Leadership and Corporate Accountability, International Business, Capstone Simulation & Business Plan Project**. These courses are delivered during the second and third in-campus module. The successful completion of these modules is essential to be eligible for the award of the programme title. These compulsory courses are evaluated based on the 13 point letter grading system. The grades obtained by the participant in the aforesaid courses will be considered for final CGPA calculation and award of the programme title.

IN-CAMPUS MODULES

The programme has three mandatory in-campus modules. First in-campus module is conducted at the beginning of the programme, second in-campus module conducted after the beginning of the second year and the third in-campus module at the end of the second year. The in-campus modules provide the participants with an orientation towards case-based learning, pedagogy in management, foundation to analytical thinking and orient them to the learning culture of IIMK apart from the discussions on contemporary issues in management practice and trends in the industry and business.

Participants are expected to do their logistic arrangements to attend the in-campus modules.



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.

The programme is currently delivered through the technology platform of Times Professional Learning (A Division of Bennett, Coleman & Co. Ltd).

ABOUT TIMES PROFESSIONAL LEARNING

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 executives 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 innovative technology. Its focus is to build knowledge infrastructure that applies to India-specific skill gaps and complements the aspiration of an Indian citizen.



LEARNING CENTERS

Times Professional Learning has 70 learning centers with a presence over 43 cities across India.

EAST		NORTH		SOUTH		WEST	
State	City						
Assam	Guwahati	Haryana	Faridabad	Andhra Pradesh	Vijayawada	Chhattisgarh	Raipur
Bihar	Patna	Haryana	Gurgaon	Andhra Pradesh	Visakhapatnam	Goa	Goa
Chandigarh	Chandigarh	Madhya Pradesh	Indore	Karnataka	Bangalore	Gujarat	Ahmadabad
Jharkhand	Jamshedpur	New Delhi	New Delhi	Karnataka	Mangalore	Gujarat	Rajkot
Jharkhand	Ranchi	New Delhi	West Delhi	Karnataka	Mysore	Gujarat	Surat
Odisha	Bhubaneswar	Punjab	Jalandhar	Kerala	Calicut	Gujarat	Vadodara
West Bengal	Kolkata	Rajasthan	Jaipur	Kerala	Cochin	Madhya Pradesh	Bhopal
		Rajasthan	Udaipur	Kerala	Thiruvananthapuram	Maharashtra	Aurangabad
		Uttar Pradesh	Kanpur	Tamil Nadu	Chennai	Maharashtra	Mumbai
		Uttar Pradesh	Lucknow	Tamil Nadu	Coimbatore	Maharashtra	Nagpur
		Uttar Pradesh	Noida	Telangana	Hyderabad	Maharashtra	Nasik
		Uttarakhand	Dehradun			Maharashtra	Navi Mumbai
						Maharashtra	Pune

For details of centers, please visit <http://www.iimk.ac.in/academics/epgp/classroomcentres.php>. A participant can choose one learning center at a time to attend the classes.

IIMK reserves the right to conduct classes via online D2D mode if the situation warrants.

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, behavioral 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 for promotion from the first year to the second year, and award of **Master of Business Administration (MBA)**.

CLASS SCHEDULE

The first year of the programme offers the participant a “Your Program, Your Preference” option in the first year, where working executives from across India could choose from the two different sessions of delivery available. Each class will be of 2 hours 30 minutes duration. Classes are conducted in the following schedules on following days

Weekend Batch

Saturdays & Sundays 9:00 AM – 2:30 PM

Combined Batch

Thursday 7:00 PM – 9:45 PM

Saturday 7:00 PM – 9:45 PM

Sunday 3:00 PM – 8:30 PM

Classes of elective courses in the second year are conducted on the following days for the respective area

Elective Area	Class Schedule
Marketing	Monday 7:00 PM – 9:45 PM and Sunday 3:30 PM – 6:15 PM
Strategy	Thursday 7:00 PM – 9:45 PM and Sunday 12:15 PM – 3:00 PM
Operations	Friday 7:00 PM – 9:45 PM and Sunday 9:00 AM – 11:45 AM
Finance	Wednesday 7:00 PM – 9:45 PM and Saturday 7:00 PM – 9:45 PM
Human Resources	Wednesday 7:00 PM – 9:45 PM and Saturday 3:30 PM – 6:15 PM
Information Systems	Tuesday 7:00 PM – 9:45 PM and Sunday 3:30 PM – 6:15 PM

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

The complete class schedule for each quarter will be provided to participants before the commencement of each quarter, to enable the participants to balance their profession and studies. Based on the final number of candidates enrolled in the programme after the selection process, the institute may decide to run the programme in a single batch or multiple batches. Allocation of batch & schedule will be decided by IIMK.

PROGRAMME FEE

Application Fee: Rs.2000/- is payable at the time applying online. **Application fee remitted is not refundable & adjustable under any circumstances.**

Programme Fee (Non-Refundable):Rs. 13,00,000/- to be paid in seven instalments in during the programme as per the following schedule. 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 three campus visits during the programme.

Instalment	Instalment Amount (in INR)	Due Date
First Instalment	2,00,000/-	December, 2021
Second Instalment	2,00,000/-	February, 2022
Third Instalment	2,00,000/-	May, 2022
Fourth Instalment	2,00,000/-	August, 2022
Fifth Instalment	2,00,000/-	February, 2023
Sixth Instalment	1,50,000/-	June, 2023
Seventh Instalment	1,50,000/-	October, 2023
Total	13,00,000/-	

Student Welfare Fund (Non-Refundable): Rs. 2000/- is payable along with the **1st instalment** of the programme fee during the admission.

Alumni Fee (Non-Refundable): Rs.10,000/- to be paid along with the **5th instalment**.

All fees specified above are required to remit directly to the institute as per the schedule communicated from the EPGP Office.

ELIGIBILITY

- a. A Bachelor's Degree* or its equivalent in any discipline with minimum 50% aggregate** mark or equivalent CGPA.
- b. 3 Years of managerial/ entrepreneurial/ professional experience*** after successful completion of graduation as on **the deadline of submitting the application online.**

IIM Kozhikode follows the Government of India reservation policy applicable to Central Educational Institutions for admission to the Executive Post Graduate Programme in Management. The minimum eligibility criteria adopted by IIM Kozhikode in the admissions for the Executive Post Graduate Programme in Management is given below:

Category	Degree (Min Aggregate Marks)
General	50 %
OBC (Non-Creamy Layer)	50 %
EWS (Economically Weaker Section)	50%
Women	45 %
SC	40 %
ST	40 %
PwD	40 %

Minimum work experience required to apply for the programme remains 3 years for all candidates irrespective of the category under which the candidate is applying. The candidate should possess the latest OBC (Non-Creamy layer) certificate/EWS (Economically Weaker Section) Certificate/ Caste Certificate/ issued after 30.04.2020 while applying. Request for changing the category will not be considered after submitting the application online.

*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 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.

** Aggregate percentage of the mark in graduation is calculated based on the average percentage of marks obtained in each year/semester. If the maximum possible mark in the year/semester is varying, percentage to be calculated after converting the mark obtained to a common scale.

***Work experience before completion of graduation will not be considered for eligibility. An experience certificate issued by the current employer dated after the online application submission date is necessary in the case of candidates who have exactly 3 years of work experience while applying for the programme. In the case of candidates with more than 3 years of work experience, while applying for the programme, the latest experience certificate along with other experience certificates justifying the 3 years will be sufficient.

SELECTION & ADMISSION PROCESS

The candidates are shortlisted to the selection process based on the information provided in the online application form and supporting documents uploaded. The candidates meeting the eligibility criteria will be called for the aptitude test EMAT conducted by IIM Kozhikode followed by personal interview.

Admission to the programme is based on the score obtained in the EMAT & Interview. The test and interview will be conducted online and the details will be communicated to the shortlisted candidates after the registration closure date.

EMAT (EXECUTIVE MANAGEMENT APTITUDE TEST)

EMAT would assess the basic logical, numerical and verbal ability of candidates, necessary for successful completion of the programme. The objective of the screening test is to filter the entry of candidates to the Executive Post Graduate Programme (EPGP) in Management offered by IIMK, to ensure the required standards by assessing the capabilities of the applicants in an objective manner. The test will be designed and evaluated by IIMK. The test will be of one-hour duration consisting of 40 questions.

SELECTION & ADMISSION PROCESS

ELIGIBILITY CRITERIA FOR SELECTION

(a) EMAT score is considered only as a preliminary screening process for selection of applicants. Those applicants who satisfy the minimum cut off as per the following table for EMAT will be considered eligible for the next stage of the selection process.

Category	EMAT Cut off
General	25% (10 out of Maximum 40 marks)
OBC (NC), EWS & Women	20% (8 out of Maximum 40 marks)
SC	20% (8 out of Maximum 40 marks)
ST	18% (7 out of Maximum 40 marks)
PwD	18% (7 out of Maximum 40 marks)

(b) The selection will be based on the interview marks of the applicants satisfying the EMAT score requirements. The scores of the interview process will be standardized to offset the panel differences. Accordingly, the minimum cut off for an interview will be on the standardized marks.

Category	Interview Cut off
General	25% (15 out of Maximum 60 marks)
OBC (NC), EWS & Women	20% (12 out of Maximum 60 marks)
SC	15% (9 out of Maximum 60 marks)
ST	15% (9 out of Maximum 60 marks)
PwD	15% (9 out of Maximum 60 marks)

Admission will be based on a merit list prepared with applicants fulfilling the above criteria (a) & (b). Securing only minimum score in (b) above does not entail admission.

IMPORTANT DATES

Online Application Start Date	04 May 2021
Last Date to Apply Online	16 August 2021
Date of EMAT & Interview	11,12,18,19,25,26 September 2021
Declaration Selection List	18 October 2021
Last Date for Offer Acceptance	18 November 2021
Due Date of First Instalment Payment	03 December 2021
Registration Date	13 December 2021
Dates of First In-Campus	13-18, December 2021
Platform Session Start Date	December 2021

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& mobile number.
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 application fee, the candidate can complete the application form & submit online within 7 days after the application fee payment.
4. After successful submission of the application form, candidate required to upload the scanned copy of the original academic and proof of work experience documents in the portal. This is a mandatory requirement.
5. Please take the print out of the application form and retain with the candidate.
6. **Candidates are not required to dispatch the application form or any supporting documents to the institute.**

LIST OF ORIGINAL DOCUMENTS TO BE UPLOADED ON THE PORTAL

1. 10th /SSLC Certificate & Mark Sheet.
2. Pre-Degree/Plus-Two/HSC/VHSC Mark Sheet & Certificate.
3. Degree mark sheet of all years/semester & Original Degree Certificate. If the original degree certificate is not collected from the university, provisional certificate along with undertaking to produce the original certificate is required.
4. Original experience certificates for all the employment details submitted in the application form. Experience certificate justifying the 3 years of work experience after graduation is mandatory.
5. A valid certificate of proof of SC/ST/EWS/OBC (Non-Creamy layer)/PwD issued by the competent authority not older than 1 year (**Document issued on or after 30.04.2020 is acceptable**). **Any request for changing the category will not be considered under any circumstances during the selection process.**
6. Original photo identity proof such as Passport/Driving License/PAN Card/AADHAR/VOTER ID CARD.

CONTACT

Times Professional Learning

 1800 270 5400 (Mon-Sat 10:00 AM – 6:00 PM)

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Indian Institute of Management Kozhikode

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