

# AKumen

## SHORT TERM IMMERSION PROGRAMME



A programme offering an intensive educational experience, designed to provide participants with exposure to diverse cultural, academic, and professional environments.





## INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

Nestled across 112.5 acres of scenic hillocks in Calicut, Kerala, IIM Kozhikode is one of India's most picturesque and eco-rich campuses. With world-class infrastructure—air-conditioned classrooms, Wi-Fi-enabled learning spaces, modern hostels, and guest facilities—every resident experiences an inspiring environment.

Established in 1997 with its flagship Post Graduate Programme (PGP), IIMK today offers one of the widest ranges of management programmes in India, including Fellow and Executive PG Programmes, Management

& Faculty Development Programmes, MBA in Finance, MBA in Liberal Studies & Management, and a unique PhD (Practice Track) for professionals.

IIMK also pioneered the Indian Business Museum—the first of its kind in the country—showcasing India's rich business heritage from ancient trade to modern industry. It is also home to IIMK LIVE, a cutting-edge startup incubation centre nurturing innovation and entrepreneurship.

### Global Recognition & Rankings

**#3**

Hat-Trick of Top 3 Ranks NIRF India Rankings 2023, 2024 & 2025, Management

**#4**

Rank #4 in India and #76 Globally, Financial Times, Open Enrollment Ranking 2025

**#4**

#4 among all IIMs, #69 globally—Financial Times Ranking Masters in Management 2025

QS World University Rankings:

Among the top globally for MBA (PGP) & EMBA (EPGP)



IIM Kozhikode is not just an institute—it is a dynamic hub of leadership, innovation, and academic excellence, shaping the future of management education in India and beyond.



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The AKumen Immersion Programmes at IIM Kozhikode are short-term, residential courses aimed at providing a comprehensive learning experience for students from other institutions, especially those pursuing undergraduate and master's degrees.

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## WHY CHOOSE THE AKUMEN PROGRAMME AT IIMK?

Here are some key aspects of the programme that make it a valuable educational and cultural opportunity:



### **Academic and Experiential Learning:**

The programmes blend classroom instruction with experiential learning, including lectures, seminars, and workshops conducted by IIM Kozhikode's esteemed faculty.



### **Networking and Campus Life:**

Participants have the chance to connect with IIM Kozhikode's faculty, students, and other international peers, building a global network. The immersive residential nature of the programme enables students to explore the IIM Kozhikode campus, experience campus life, and engage with like-minded individuals.



### **Short Duration and Certification:**

Designed to fit into students' academic schedules, the programmes last only a few weeks. Upon completion, participants receive a certificate from IIM Kozhikode, acknowledging their involvement and the skills acquired. This certification can enhance their resumes and provide value for future career opportunities.

## PROGRAMME OPTIONS

The curriculum for the AKumen Immersion Programme at IIM Kozhikode covers a broad range of business, finance, and management topics, providing participants with both theoretical knowledge and practical skills.



## ONE WEEK PROGRAMME

### Modules Included:

- ▶ Social Transformation in India
- ▶ Humanitarian Supply Chain
- ▶ Readings in Literature
- ▶ Political Science and Management
- ▶ Social Psychology
- ▶ Navigating the Legal Landscape
- ▶ Wellness and Stress Management

- ▶ Design Thinking
- ▶ Workshop on Diversity and Inclusivity

### PROGRAMME FEE

Cost per student: **INR 50,000**

*\* Please note, Travel to Kozhikode and any additional personal travel, food, or accommodation expenses beyond the programme provisions are to be borne by the participant*

*Note: Programme can be customized as per client requirements*

# TWO WEEK PROGRAMMES

## Option 1:

### Modules Included:

- ▶ Personality and Behaviour
- ▶ Talent Management
- ▶ Financial Statement Modelling
- ▶ Marketing in the Digital World
- ▶ Financial Markets
- ▶ Data Analytics and Visualisation
- ▶ Digital Marketing: Display Advertising
- ▶ Financial Statement Analysis
- ▶ Capital Budgeting Tools and Techniques
- ▶ HR Analytics
- ▶ Asset Pricing Models
- ▶ Digital Marketing: Search Advertisements
- ▶ Product Life Cycle and Strategy Formulation
- ▶ Advanced Marketing and Sales Analytics for Marketing Decisions



- ▶ Interpersonal Communication Effectiveness
- ▶ Teamwork for Effective Organisational Functioning
- ▶ Capital Budgeting Tools and Techniques
- ▶ Pricing it Right: Understanding Product Pricing
- ▶ Digital Marketing: Search Engine Marketing & Search Engine Optimisation

## PROGRAMME FEE

Cost per student : **INR 85,000**

*\* Please note, Travel to Kozhikode and any additional personal travel, food, or accommodation expenses beyond the programme provisions are to be borne by the participant*

## Option 2:

### Modules Included:

- ▶ Impactful Communication
- ▶ Digital Marketing
- ▶ Marketing
- ▶ Accounting for the Changing World
- ▶ Marketing Analytics
- ▶ Financial Statement Analysis
- ▶ Marketing Strategy
- ▶ Capital Budgeting Techniques
- ▶ Design Thinking
- ▶ Legal Aspects of Business
- ▶ Talent Management
- ▶ Economics
- ▶ Future of Services Marketing
- ▶ Capital Asset Pricing Model
- ▶ Information Security
- ▶ Supply Chain Analytics
- ▶ Globalization and Culture: Marketing Perspectives

*Note: Programme can be customized as per client requirements*



# INCLUSIONS



Academic Courses



Food and Accommodation During the Programme



Cultural Evening at Campus



Pick-Up and Drop Services From Kozhikode Railway Station



Certificate of Participation



IIMK Campus Tour



IIMK Business Museum Visit



Language of Instruction  
**English**



Programme Date  
**Flexible and customizable**



Accommodation:  
**Students Hostel / MDP Guesthouse located within the campus**  
(As per the availability)



Application Process: :  
**Institutional representatives may send their requests to [akumen@iimk.ac.in](mailto:akumen@iimk.ac.in)**







## INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

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