

IIMK launches Satellite Campus at Kochi



Shri Oommen Chandy, Hon'ble Chief Minister of Kerala credited IIMK in the inaugural speech saying,

“the institution is striving and working towards excellence in the teaching and research space. Kerala is proud to have an IIM in its state. I envision every 2 to 3 members in the cabinet to be an IIMK student”. He further added, “I am very happy to declare 5 acres of land for the satellite campus of IIMK at Kochi and I extend all best wishes to IIMK in all its future endeavours” P4

Leading Schools: In Search of Excellence



Prof. Debashis Chatterjee
Director, IIMK

Mr. M.P. Ahammed, Chairman
Malabar Group of Companies

Gurukul for Gurus

A four day workshop on Leading Schools
(May 27–30)



Sr. Seleena K.A, Principal, St. Francis Assisi HSS, Alappuzha receives certificate of participation from Mr. M.P. Ahammed, Chairman, Malabar Group of Companies

With a vision to fundamentally transform the education sector in India, the Indian Institute of Management Kozhikode (IIMK), organized a four day workshop (May 27–30) – Leading Schools - for school teachers, principals and educationists. On this occasion, Kerala's leading business group, Malabar Gold and Diamonds, announced 200 scholarships and 4 gold medals for school teachers. The objective of Leading Schools programme is to familiarize Indian educational leaders with the world's best practices in creating centres of excellence;

understanding self to enhance effectiveness; broadening the horizon of perception and nurturing effective learning in the classrooms. Inspired by the vision of its Director, Prof. Debashis Chatterjee, that “the best of India must take care of the rest of India”, IIMK aspired to fundamentally mould education policies that opens the door of education excellence to the underprivileged and un-reached communities. This is also an example worth emulating by other corporate houses through public private partnerships.

...Continued Page 4

Editorial Board

Editor

Prof. C. Raju

Editorial Advisors

Prof. Mahesh P. Bhawe

Prof. Anupam Das

Prof. Deepa Sethi

Dr. M.G. Sreekumar

Communication

Prof. G. Anand

Student Editor

Amartya Sen - PGP 15

Content

Nibedita Chakma - PGP 15

Sukriti Jain - PGP 15

Contact

Prof. C. Raju

Phone: +91 495 2809106

e-mail: iimknews@iimk.ac.in

craju@iimk.ac.in

Editorial

A Word for Fellowship Programme Students

April and May typically appear to be quiet months on campus. The PGP 15 students are away for their internships, and the prior PGP 14 batch has left to pursue careers in business, many joining the workforce for the first time. With the bulk of the students away, the café and the canteen wear a forlorn look. Yet this summer, IIM launched its Kochi Satellite Campus in the presence of the Chief Minister of Kerala, Shri Oommen Chandy and his cabinet colleagues. It was an eventful day as you will read in this newsletter.

But this editorial is devoted primarily to celebrating the labors and toil of IIM's few oddly conspicuous, but also mostly hidden, Fellowship Program in Management (FPM) students. FPM students appear to own, and haunt the campus as they slink along corridors while the rest of the student world and many faculty members are away.

It must be acknowledged that the pursuit of a Fellowship at IIM is often a sacrifice, though a labor of love. During the relatively quiet summer, there is no respite for them. It takes courage to forego the temptations of a job, suffer the questioning look of friends, family, and relatives, and forsake money and social status that jobs typically bring, and instead devote time to pouring over arcane, difficult reading material, written in dense prose by academics for academics in bewildering journals, while living on a meager fellowship.

Managing unstructured time is hard, and discipline and motivation is required to survive the rigors to earn the title of "Fellow." So this editorial is to honor the many accomplishments of IIMK FPM students.

IIMK expects to graduate a few Fellows in the coming years, likely even this year, a landmark accomplishment for our young Institute. Many students, year after year, have won Fulbright Awards to study in the US. Note also the award to attend St. Gallen Symposium in Switzerland won by Mr. Krishnadas (p. 11).

During summer, the small numbers of FPM students on campus only serves to emphasize the quiet, emptiness, and the absence of the bulk of students. Come July, however, the campus suddenly bursts into life, not least because of the rains, and the 350+ PGP students bustling around suddenly relegate the FPM students once again to obscurity.

Mahesh P. Bhawe

CONTENTS

- 2 Gurukul for Gurus - A four day workshop on Leading Schools
- 4 IIMK on the March of Excellence: Shri Oommen Chandy, Kerala Chief Minister, launches IIM Kozhikode's Satellite Campus at Kochi and declares 5 acres of land for Kochi Campus
- 8 Museum of Indian Business History at IIMK
- 10 Faculty Publications
- 11 IIMK family welcomes new faculty member.
Student Winners, Tata Crucible, St. Gallen Wings of Excellence Award
- 12 Sangam - The Annual International Alumni-Student-Fresher Meet
- 13 Management Development Programmes 2012-13
- 16 Valedictory Ceremony of Executive Education Programmes
- 17 Rio+20 - What it means for IIMK
- 18 Placements – PGP 14 (2010-12)
- 20 A Unique Initiative of Malabar Group Towards Nation Empowerment

IIMK on the March of Excellence:

**Shri Oommen Chandy, Kerala Chief Minister,
launches IIM Kozhikode's Satellite Campus at Kochi
and declares 5 acres of land for Kochi Campus**



IIM Kozhikode, 'The only IIM' in the country having an internationally accredited Executive Management Education launched its 1st satellite campus at Kochi – Infopark on 9th June, 2012. The Kochi campus focuses on 'executive education with full & part time or short term programs as well as specialized courses for middle and senior management employees to enhance and upgrade skills for better career prospects. The satellite campus was launched by Shri Oommen Chandy, Hon'ble Chief Minister of Kerala, extending his full support to the growing demand for rapid internationalization in his efforts to make Kerala a global hub for economic activities.

The launching ceremony was attended by many dignitaries like, *Shri K.M. Mani*, Hon'ble Minister for Finance, Kerala; *Shri P.K. Kunhalikutty*, Hon'ble Minister for Industries & IT, Kerala; *Shri K. Babu*, Hon'ble Minister for Fisheries, Ports & Excise, Kerala; *Shri P.H. Kurien*, Principal Secretary, Department of IT, Government of Kerala; *Shri Benny Behanan*, MLA, *Shri Gigo Joseph*, CEO, Infopark, amongst other honourable members present.

Addressing the media, Prof. Debashis Chatterjee, Director, IIM Kozhikode, said, "Today is an exciting and memorable day in the history of Kochi as we stamp our first footprint in the commercial capital of Kerala. Beginning on an auspicious note, IIMK Kochi is an extension of the aspiration we have created in the Malabar region for a 'Vibrant and Emerging Kerala' with support of Hon'ble Chief Minister of Kerala in our endeavour, received a huge fillip. I earnestly thank the Govt. of Kerala for giving us the space to build our own campus here. We realize the progress of industry is not possible without the educational progress of infrastructure in place."

The satellite campus will initially offer one year residential executive MBA program as well as two year part time programs in addition to a large number of short and long Management Development Programs; will commence admissions from October 2012.

As the campus is located inside the Infopark, Kochi, it will directly help the executives at the park to hone their

management skills thereby enhancing the competitiveness of Indian IT sector and boost the IT sector growth.

IIMK aims to work as a catalyst for creating serious academic collaborations with internationally reputed Institutions for offering high end executive education programs. This will also support the ongoing research activities of IIMK – The Mother campus - by creating networks with corporate and business organization which are easily accessible from Kochi.

The above scheme of developments will supplement setting up a Business Incubation centre to support innovation and growth among young graduates within the eco-system of Info-park.

Prof. Chatterjee further adds, "Our vision for India is inclusive education and promotion of excellence. We are on the path of achieving unique synthesis of value for money and value for many".

Shri Oommen Chandy, Hon'ble Chief Minister of Kerala credited IIMK in the inaugural speech saying, "the institution is striving and working towards excellence in the teaching and research space. Kerala is proud to have an IIM in its state. I envision every 2 to 3 members in the cabinet to be an IIMK student". He further added, "I am very happy to declare 5 acres of land for the satellite campus of IIMK at Kochi and I extend all best wishes to IIMK in all its future endeavours".



Shri K. Babu, Hon'ble Minister for Fisheries, Ports & Excise releasing the programme brochure



Delivering the presidential address, P.K. Kunhalikutty, Hon'ble Minister for Industries & IT, Kerala said, "We want to improve our system and are ready to explore different paths. Emerging Kerala will welcome more collaboration that will help strengthen our eco-system".

The programme brochure was released by Shri K. Babu, Hon'ble Minister for Fisheries, Ports & Excise, Kerala which can be downloaded from the Institute's website.

Further Shri K.M. Mani, Hon'ble Minister for Finance Kerala added, "We are living in a globalized society and have to compete with others. To keep pace with this changing culture, training in management becomes

inevitable. Management is everything, management of money, management of resources, people, goods, work force and so on. We were previously inducted in IIMK through a special module prepared for the Kerala Ministry. Today I can proudly say that we are gearing up for the second phase of the induction".

Shri Gigo Joseph, CEO, Infopark concluded with a heartfelt gratitude saying, "Dreams come true, we have one existing campus and soon in the process of building another campus in Kochi through the 5 acres of land allotted."

IIM Kozhikode is in a stage of accelerated growth. During the last 16 years of its existence, IIMK has increased bouquet of its offerings while keeping highest levels of quality thereby strengthening reputation of the IIM brand. Its PGDM program has an enrolment of around 400 students while the satellite based Interactive Onsite Learning Program has over 500 participants, every year.

At this juncture, expansion of IIM Kozhikode's operations outside the Kozhikode campus is integral to the vision of Kerala as an emerging hub for young knowledge workers. The best choice for such a campus in Kerala would be unquestionably, Kochi. IIM Kozhikode has chosen Kochi, the commercial capital of Kerala, in line with the need to create the right environment to facilitate the transformation of Kerala into a business hub and a preferred investment destination.

Campus Afforestation Drive

On the eve of World Environment Day, the Honourable Director of Indian Institute of Management Kozhikode Professor. Debashis Chatterjee kick-started a tree plantations drive at IIMK campus on June 5, 2012. Other members of IIMK community who have planted trees on this occasion are Dr. Radhakrishna Pillai, Dr. Keyoor Purani, Dr. Atanu Adhikari, Lt. Col M Julius George (Retd), and the Campus Green Initiative Committee.

As part of Campus Afforestation Drive, it is aimed to plant and nurture approximately 800 plus trees in 33 locations within IIMK campus in the next few years under the guidance and supervision of Campus Green Initiative Committee. This year it is targeted to plant around 350 trees. The ultimate goal of

this initiative is to make IIMK more greener and scenic with active participation of IIMK community in all possible ways.



Prof. Radhakrishna Pillai, Dean (Academic) is planting a tree

Gurukul for Gurus

A four day workshop on Leading Schools

Speaking on the occasion, Prof. Debashis Chatterjee, Director of IIMK who has designed and taught this workshop around the world said that the workshop was a demonstration of the fact that the destiny of our country is being shaped in our classrooms. It is a commitment to reinventing teaching and learning excellence by encouraging schools to move away from the old-fashioned approach of teaching to a text toward learning in context. One can teach a child what is far only when he learns what is near. Technology is fast changing the way the younger generation receives information and teacher's today have to adapt to their new learning environment. Teachers need to be oriented towards the realization that India is emerging as a global power, and the future generation and leaders are under their stewardship in the classrooms of today.

The Institute propagates a bottom up approach rather than a top down approach to building excellence in schools. Many interesting facts and issues emerged in this workshop, Gurukul for Gurus such as the fact that most teachers in India are resistant to required change. Evaluation and



learning methods are still primitive, the schools have made a mockery of the Comprehensive and Cumulative Evaluation Methods, the Bachelor of Education courses have not been upgraded for decades and so on. The workshop also focused on issues related to stress level of children and problems related to family upbringing and central education system's orthodox approach and need to incorporate better technology in the pedagogy.





Museum of Indian Business History at IIMK

*IIM Kozhikode, during the end of 2010, has embarked on an ambitious programme to create a **Museum of Indian Business History** which will be first of its kind, unique, monumental and a significant step in acknowledging the contribution of India's business leaders in the making of India. The ancient and historical city of Kozhikode (earlier known as Calicut), located in the southern most part of the country, made history when Vasco Da Gama landed here for the first time around 500 years ago. Trade, Commerce, Business Corporate and the Industry have varied as well as rich tradition and a vast history in the Indian sub-continent, yet there are no business history museums or archives attempted/ created so far in India. All these vouched the dire need for a national Business History Museum for India.*

The Vision has been to create a world class national Museum of Indian Business History at the Indian Institute of Management Kozhikode (IIMK), which shall shape the aspiration of young entrepreneurs and propel business entrepreneurship in the country.

The Mission has been to collect, display and preserve an outstanding collection of artifacts, objects, sculptures, photographs, historical documents, letters, miniature models, videos, audios, digital objects, books etc., showcasing the wealth of Indian Business History; To portray and display systematically the development of trade, commerce and business in the Indian subcontinent over the past several centuries; To inspire and ignite the entrepreneurial skills and business innovation among the talented youth of India; and, To collect, display and preserve the memorabilia of Indian Trade, Commerce and Business for the posterity.

The objective has been to acknowledge befittingly and consciously recognize the contribution of India's business leaders/ corporate in the making of India; To inculcate the spirit of innovation and business entrepreneurship among



the youth of India; To inspire the aspiring and budding business entrepreneurs in India.

The Institute takes pride in announcing that the first ever Business Museum of India, which has been under creation at IIMK for the past one year, is ready for opening. The first phase of the Museum work has been completed. All works pertaining to the various theme-based sections of Museum, such as the ancient, medieval, colonial, pre-independence, post-independence, business sector, public sector, banking sector, technology sector, individual contributors, and makers of modern India etc. are completed.

The Institute has spent close to Rs. 1.5 crores to complete the first phase. The Malabar Chamber of Commerce also generously donated to the Museum by sponsoring the Malabar Pavilion and a large model of the Uru, the ancient ship which was used for trade and commerce between India

and the rest of the world. The Museum spans over 23000 sq. ft. area.

Over a dozen of top level corporates from India have consented to set up their own exclusive pavilions in the Museum and already TATA, Godrej, Reliance, SBI, Infosys and FACT have reached. Bajaj, Sahara Group and ICICI Bank are soon joining the Museum soon. The Reserve Bank of India (RBI) is setting up their exclusive pavilion in the Museum. The Indian Space Research Organization (ISRO) is also setting up their pavilion.

The theme of the Museum was unveiled by Shri Oommen Chandy, the Hon'ble Chief Minister of Kerala, in the presence of the Cabinet Ministers and Prof. Debashis Chatterjee on 18 August 2011.

This is indeed a proud landmark in the life of the Institute.



Prof. Debashis Chatterjee
Director, IIMK

IIMK family Congratulates

*Prof. Debashis Chatterjee
for being awarded CSR Eminent
Directors of Leading Institutes
Award-2012 and KCCI (NR) Award for
Excellence- Excellent Performer in
Academic Level*



Faculty Publications

Journal Articles

1. **Sthanu R. Nair** and **Leena Mary Eapen** (2012): “Food Price Inflation in India (2008 to 2010): A Commodity-wise Analysis of the Causal Factors”; *Economic and Political Weekly*; Volume 47; Number 20; May 19-25, 2012; pp.46-54.
2. **C. Raju** and H. R. Akamanchi (2011): Minimum Average Total Inspection (ATI) Chain Sampling Plan (ChSP-1), *International Journal of Statistics and Analysis*, Vol. 1(4), pp 383-92.
3. **C. Raju** and H. R. Akamanchi (2012): On Designing Chain Sampling Plan (ChSP-1) for Average Quality Protection, *Model Assisted Statistics and Applications*, Vol.7, pp. 125-30.

International Conference Proceedings

1. A. K. Swain, A. K and **A. V. Shyam** (2012): “A Cognitive Business Intelligence System for Scheduling”, Proceedings of the International Conference on Emerging Markets and the New Dynamics of Management, May 17-18, London, United Kingdom
2. **C. Raju** and H. R. Akamanchi (2012): On Dodge-Romig Double Sampling Inspection Tables under Lot Quality Protection, *Proceedings of the 2nd Annual International Conference on Operations Research and Statistics (ORS 2012)*, pp.166-68 (7-8, May 2012, Bali, Indonesia, Published and Organized by Global Science and Technology Forum (GSTF)).
3. **C. Raju** and H. R. Akamanchi (2012): Selection of ChSP-4(c_1 , c_2) for given AQL and LQL, *Proceedings of the 2nd Annual International Conference on Operations Research and Statistics (ORS 2012)*, pp. 169-72 (7-8, May 2012, Bali, Indonesia, Published and Organized by Global Science and Technology Forum (GSTF)).
4. Amblee, Naveen and Tung Bui (2012): “Value Proposition and Social Proof in Online Deals: An Exploratory Study of Groupon.com”, *Proceedings of the 14th Annual International Conference on Electronic Commerce*, August 6-8, Singapore.

Presentation in Conferences

1. G. Thangamani, “Improving New Product Development Performance by applying TOC thinking Process”, *International Conference on Marketing and Business Strategy (INCOMBS-2012)*, IBS Hyderabad, May 10-11, 2012.
2. G. Thangamani, “Technology Selection Framework using Analytic Hierarchy Process (AHP) – A Case Study”, *International Conference on Marketing and Business Strategy (INCOMBS-2012)*, IBS Hyderabad, May 10-11, 2012.
3. Kumar, Deepak S.; Purani, Keyoor; & Sahadev, Sunil (2012) Appraising Visual Services cape Aesthetics: An Environmental Psychology Approach. Paper accepted for presentation at *Academy of Marketing Annual Conference in Southampton*, to be held between July 2- 4, 2012, UK.
4. Amblee, Naveen (2012), “Value Proposition and Social Proof in Online Deals: An Exploratory Study of Groupon.com”. To be presented in an *invitation only special track* on Innovations in Social Commerce at the International Conference on Electronic Commerce (ICEC 2012), Singapore Management University, August 6-8, Singapore.

Reviews

1. C. Raju (2012) : Reviewed a research paper entitled, “Economic design of Max charts using Taguchi’s loss function”, *Journal of the Operational Research Society*, April 2012
2. C. Raju (2012) : Reviewed a research paper entitled, “Investigating Design of Zero Acceptance Single Sampling Plans with Inspection Errors”, *International Journal of Quality & Reliability Management*, April 2012
3. C. Raju (2011) : Reviewed a research paper entitled, “On Modelling of Risk of System Failure Components working under Field Environment”, *Journal of Model Assisted Statistics and Applications*, September 2011
4. Naveen Amblee (2012). Reviewed a paper for Special Issue on ITSM 2012, July 2012.
5. Naveen Amblee (2012). Reviewed a paper for the International Conference on Information Systems (ICIS), June 2012.
6. Naveen Amblee (2012). Reviewed a paper for the Journal of Indian Business Research, June 2012.
7. Naveen Amblee (2012). Reviewed a paper for the International Journal of Electronic Commerce, May 2012.
8. Naveen Amblee (2012). Reviewed a paper for Emerald Emerging Markets Case Studies, April 2012.

IIMK family welcomes new faculty member



Prof. Rudra Sensarma
rsensarma@iimk.ac.in

Dr. Rudra Sensarma is an Associate Professor of Economics at IIM Kozhikode. Previously he has worked as Economist in the Reserve Bank of India, Assistant Professor at IIM Lucknow, Maxwell Fry Research Fellow at the University of Birmingham, UK and Senior Lecturer at the University of Hertfordshire, UK.

Dr. Sensarma's primary areas of research are monetary policy, banking, financial markets, labour and public policy. His research has appeared in several refereed journals and he serves on the editorial board of two international journals. He has written opinion pieces for the Financial Express and the Hindu Business Line. He has received research grants from the Indian Institute of Banking and Finance, IIM Lucknow and the University of Hertfordshire. He has supervised and examined some PhD dissertations for the University of Birmingham and several postgraduate dissertations at IIM Lucknow, the University of Birmingham and the University of Hertfordshire.

Student Winners

National Finalists, Hinterhunt - A Rural Marketing Event for **Godrej Appliances** at Melange 2012, the Annual Management fest of KJSIMSR, Mumbai

Anshul Kumar (PGP/15/071), Arnab Guha Mallik (PGP/15/074)
Abhishek Paul (PGP/15/197)

Team Name: **Faded Flame**



Tata Crucible

Siddhartha Roy and Madanish Kanna of PGP 15 IIMK won the regional final of the TATA crucible 2012 and were the national finalists (the top 24 in the country). The TATA crucible is the largest business quiz in the country attracting participation from campuses all over the country.

St. Gallen Wings of Excellence Award

Krishnadas N, FPM Student was invited for an all expenses paid trip to 42nd St. Gallen Symposium organized by University of St. Gallen, Switzerland. He received this award for his paper on "Risk Management and Sustainability".



Sangam 2012

The Annual International Alumni-Student-Fresher Meet



The annual international Alumni-Student-Fresher meet was held on 26th May 2012 across Mumbai, Bangalore, Chennai, Kolkata, Delhi, Hyderabad and Kochi as well as international venues of Dubai, Singapore, Washington etc. 'Sangam' is a time when the currents pay homage to the source and when the present meets the past and when hearts and mind meet to generate one pulse for one thing-our own prestigious Indian Institute of Management – Kozhikode.

The occasion was an opportunity for the alumni to pay homage to their alma mater and the present students to gain insights about the legacy that comes with being a part of the IIMK family. This year professors also presided over the meet and were an important part of planning and organising the event. The occasion was not only formal in nature but also provides a chance for the upcoming batch of the institute to interact informally with the present students and the

immediate alumni to gain better perspective to understand and get prepared with their expectations. The event was a massive success and was majorly sponsored by third party firms emphasizing the growing respect for our institute. The day forms a very good memory in the minds of the present students as well as a nostalgic event for the alumni to cherish and remember as they eagerly wait for the 'Sangam' of 2013.

Management Development Programmes 2012-13

JULY 2012

MARKETING STRATEGY LABORATORY

Instructor: **Prof. Keyoor Purani**

July 16-19, 2012

LEARNING OUTCOMES

- To sharpen skills of practicing managers in deciding the marketing strategies for businesses by exposing them to advanced scientific marketing tools.
- To test, experiment, and gain confidence in formulating strategies in today's competitive environment.
- To provide a refresher course in marketing strategy

GREEN BUSINESS STRATEGY

Instructor: **Prof. Rupesh Kumar Pati**

July 16-19, 2012

LEARNING OUTCOMES

After completing this programme, the participant is expected to develop into a sustainable business professional ready to take responsibility for setting the direction and coordinating an enterprise's sustainability strategy across multiple areas environmental perspective. This programme is intended to provide participant with specialized knowledge to enable a company to achieve its environmental sustainability goals through eco-design, global sourcing, green marketing, material management, procurement/buying, manufacturing, transportation and logistics as well as product's end of life management.

AUGUST 2012

WORKSHOP ON GOVERNANCE FOR HIGHER EDUCATION INSTITUTIONS

Instructor: **Prof. Saji Gopinath**

Aug 7-9, 2012

LEARNING OUTCOMES

- The program will help academic leaders to :
- Understand the governance aspects- at individual, group (university) and system level –that contributes to excellence in World Class Education Institutions
 - converse on real leadership issues that creates excellence as against the routine administrative responsibilities of Heads of Institutions
 - develop sustainable methodologies for developing high performing Universities and Institutions of global reckoning from Indian soil
 - focus on the specific issues of faculty development and research for transforming Indian Institutions to institutions of world class standing

- to develop strategies for development of Universities focusing on fund raising and global branding
- create a roadmap for transformation of Institutions to scale up further heights of excellence especially with respect to changes in the regulatory framework of the Indian Higher Education

ENTREPRENEURSHIP AND NEW VENTURES

Instructor: **Prof. Nandakumar M.K.**

Aug 20-23, 2012

LEARNING OUTCOMES

- identifying and evaluating business opportunities;
- conducting feasibility analysis and developing a business plan;
- developing a business model and marketing plan;
- assessing and obtaining the required resources; and managing the growth of new ventures.

MANAGING PROFESSIONAL SERVICE FIRMS

Instructor: **Prof. Rajesh S Upadhyayula**

Aug 21-23, 2012

LEARNING OUTCOMES

The key objective of this programme is to help participants to overcome their functional and technical orientation and develop a business perspective towards management of professional service firms. The programme would equip participants develop a holistic perspective as well as a capacity to manage professional service firms in an effective manner.

PROJECT MANAGEMENT

Instructor: **Prof. Rupesh Kumar Pati**

Aug 21-24, 2012

LEARNING OUTCOMES

Through this course the participants will learn how to initiate, execute, control and close a project as well as analyze the information in order to draw conclusions that will benefit the organization from the outcomes. Upon completion of this course the participants are expected to be able to: Apply project management principles to business situations, apply tools and techniques for effective management of time and costs in projects, managing uncertainty in projects, hands on training with MS project software

SEPTEMBER 2012

HUMAN CAPITAL METRICS AND VALUATION

Instructor: **Prof. Abhilash Nair & Prof. T N Krishnan**

Sep 3-5, 2012

LEARNING OUTCOMES

- Identify and measure human capital and in the process manage and leverage investment in people.
- Measure the Return on Investment on HR investment
- Signal to the different stakeholders, the value created by the organisation's human capital decisions
- Arrive at a more comprehensive value of a target firm (for acquisition)

ENTERPRISE RISK MANAGEMENT WITH SPECIAL EMPHASIS ON OPERATIONAL RISK MANAGEMENT

Instructor: **Prof. Saji Gopinath**

Sep 4-7, 2012

LEARNING OUTCOMES

- To identify and articulate the risk associated with projects and operations
- How to use enterprise risk management framework to minimize the impact of risk
- To hone their skills in Business Continuity Management

PROBLEM SOLVING AND DECISION MAKING

Instructor: **Prof. Anjan Kumar Swain**

Sep 5-7, 2012

LEARNING OUTCOMES

The basic objective of this course is based on the tenets that creativity can be effectively taught through systematic learning and training methodologies. The purpose is to encourage the participants to exercise their imagination and originality to become an effective and creative decision maker. The participants can learn:

- How to formulate problem and evaluate its solutions?
- How to make rational decisions?
- How to own the responsibly?
- How to think differently?

- How to be more comfortable with your own creative abilities?

BUSINESS IN EMERGING ECONOMIES: LESSONS FROM CHINA

Instructor: **Prof. G.Venkat Raman**

Sep 6-8, 2012

LEARNING OUTCOMES

This programme would like to address this question and see if there are important lessons to be learnt from China when it comes to doing business in emerging economies. Closely linked to this question are other questions like why is it relevant for management executives to learn about China and in turn understand and appreciate the impact it has on international business. This necessitates to have a closer examination of the functioning of 'socialism with Chinese characteristics' (some people even call it capitalism with Chinese characteristics'), also inquire as to 'is there a Chinese way of doing business' and if yes then how is it different from doing business in other parts of the world. This question holds a very important significance for management executives because it will enable them to examine current theories / strategies of doing business and see if there is a case for modifying these theories and subsequently learn from Chinese way of doing business.

CHANGING THE GAME: DECISION MAKING USING DATA ANALYSIS

Instructor: **Prof. Atanu Adhikari**

Sep 6-8, 2012

LEARNING OUTCOMES

- Gain a deeper understanding of how to capture relevant information of your customers, competitors and products / brands that influence business success.
- Learn qualitative and quantitative research skills necessary for decision making and to have leadership in an entrepreneurial business world.
- Learn how to understand consumer's perceptions about your products, competitors' products and what type of product they actually need.
- Specialized research techniques of market segmentation, understanding buyer behaviour, finding effects of several decision variables on company's output, finding optimum pricing of a product etc.

- Understand effective strategies to exceed customer expectations

GENERAL MANAGEMENT PROGRAM FOR MIDDLE LEVEL MANAGERS

Instructor: **Prof. Anandakutan B Unnithan**

Sep10-15, 2012

LEARNING OUTCOMES

The programme would equip the participant to understand the challenges of managing a business unit and would focus more on integrating the learning across functional areas and developing cross functional analysis and problem solving/decision making skills. The participants will also be able to develop the general management mindset making the transition from the functional expert to a generalist. The specific learning outcomes can be listed below.

- To develop a strategic business unit perspective towards competitiveness in a complex changing environment.
- To gain insights into general management competencies required to deliver organizational goals.
- To explore conceptual as well as analytical basis of competencies related to strategic thinking, customer intimacy, human capacity development, environment scanning, change management and mutually beneficial stakeholder relations.

STRATEGIC ANALYSIS FOR MANAGERS

Instructor: **Prof. Saptarshi Purkayastha & Prof. Nanda Kumar M K**

Sep 12-14, 2012

LEARNING OUTCOMES

- Strategic Thinking: Learning from War
- Understanding Competition
- Growth Strategies: Diversification, Mergers & Acquisitions, Joint Ventures and Strategic Alliances
- Analytical Techniques for industry analysis
- Firm Level Analysis: Value Chain Analysis, Competition vs. Co-optation
- Business in Emerging Economies
- Competing with China
- Scenario Planning

MARKET RESEARCH FOR FRONTLINE MANAGERS

Instructor: **Prof. Atanu Adhikari**

Sep13-15, 2012 & Feb 7-9, 2013

LEARNING OUTCOMES

- Gain a deeper understanding of how to capture relevant information of your customers, competitors and products / brands that influence business success.
- Learn qualitative and quantitative research skills necessary for day to day operation and to have leadership in an entrepreneurial business world.
- Learn how to understand consumer's perceptions about your products, competitors' products and what type of product they actually need.
- Understand effective strategies to exceed customer

TRANSFORMING EXECUTIVES INTO LEADERS – ESSENCE OF ORGANIZING AND ORGANIZATIONS

Instructor: **Prof. Manish Kumar**

Sep 26-29, 2012

LEARNING OUTCOMES

- More informed understanding of what do organizations mean to people. Participants are likely to acquire new perspective on how one looks at different facets of organizations.
- Participants' enhanced awareness of the role the surroundings play in the life of an organization. Aspects of its relationship with other organizations and characteristics of the environment will be discussed.
- Enhanced understanding of nuances of many of the organizational processes and practices and increased ability to see the complexities and limitations under which organizations generally operate.

FOR DETAILS CONNECT:

MDP Office

Indian Institute of Management Kozhikode

IIMK Campus P.O., Kozhikode 673570, Kerala, India

Phone: +91-495-2809 208/450/388/370

Mobile: 09447100539, 09895098960

Fax: +91-495-2809370, 2803010, 2803011

Email: mdp@iimk.ac.in | Website: www.iimk.ac.in

Valedictory Ceremony of Executive Education Programmes

A Total of 159 Participants received Advanced Certificates of eMEP-10, eEPSM-03, eEPF-03, eEPM-03 and eEPOM-03

The valedictory ceremony for the EPGP programmes eMEP-10, eEPSM-03, eEPF-03, eEPM-03 and eEPOM-03 batches was held at Round Table Conference Hall on June 02, 2012 at IIMK premises. A total of 159 participants were confirmed the certificates out of which 45 received certificates in person and 114 received certificates in Absentia. Mr. Pavan Verma, Mr. Sumit Singh, Ms. Indu Uprety, Mr. Divyesh Manish and Mr. Dagli Abha Samir Bajaj received gold medals for scholastic performance in eMEP, eEPSM, eEPOM, eEPF and eEPM programmes respectively.



Mr. Sumit Singh receiving Gold Medal from Director, IIMK



Participants of eMEP-10, eEPSM-03, eEPF-03, eEPM-03 and eEPOM-03 with Director, Dean (Academic), Dean (Development), Chair-EPGP and Staff of EPGP Office

Rio+20 - What it means for IIMK

Mahesh P. Bhawe

I urge all readers of this IIM K Newsletter to listen to two brief speeches by teenagers, the first delivered at the UN conference on climate change in Rio de Janeiro, June 1992, and the latest at Rio+20 this year. 13-year old Severn Suzuki made an impassioned plea then (<http://www.youtube.com/watch?v=uZsDliXzyAY>), and 17-year old Brittany Tilford made an equally eloquent speech in June 2012 (<http://www.youtube.com/watch?v=karQQb-B8Uk>). Both speeches have had a global audience, thanks to YouTube.



For all the visibility and press attending the Rio+20 conference, however, commentators argue little has changed in the intervening twenty years; the world has not acted adequately on the recognition of climate change as a threat to human existence on earth. Emissions from coal-fired power plants and automobiles continue on an unsustainable, irreversible track. Renewable energy's role remains negligible in the global energy mix.

We note this megatrend as a management institute because progress in emissions reduction has to come mostly come from business initiatives, that is, from the students of IIMs and similar institutes around the world, who will soon be in influential and leadership positions. Richard Branson, the chairman and founder of Virgin Group Ltd., said: "The role of companies is all the more important for the world because so little has come out of governments... Companies have really got to step in and do the best they can without the proper ground rules set by governments."

And Jose-Angel Gurría, secretary-general of the OECD: "Without the private sector it's not going to work. While governments put up the seed money, the big numbers come from the private sector. The private sector is looking at green growth with great interest, seeing it as an opportunity, as jobs, as investment."

Scientists have placed the dangers of greenhouse gas emissions on the global agenda; governments have played their role in creating awareness. Sustainability has become the catchall word to capture all the numerous climate change and environmental issues. Energy management, I believe, lies at the heart of sustainability.

Yet few business schools offer energy management courses, practically none in India. Energy somehow is perceived as a technical subject, fit for engineering or public policy departments. This is unfortunate.

Not only is energy not simply a technical issue, but solar deployment on rooftops – distributed generation – may change the very industry structure of the utilities business as we know it. Renewable energy discussions belong in board rooms and at strategy levels. Solar generation can become a cottage industry – power generated by all from their roofs – with the present grid as backup.

In India, households and businesses strive for self-sufficiency for their energy needs by installing battery-based inverters or diesel generator sets. This is expensive and polluting. In the future, with falling prices for solar panels and systems, the costs of solar electricity might come down to below grid prices, and illumination would be pollution free.

At that stage, the arguments favoring utilities as "natural" regulated monopolies break down. Communities and neighborhoods, even households and businesses, can become their own micro and mini-utilities. This is in fact what is happening in villages in India that have never had electricity. The kerosene lamp is being replaced by solar light.

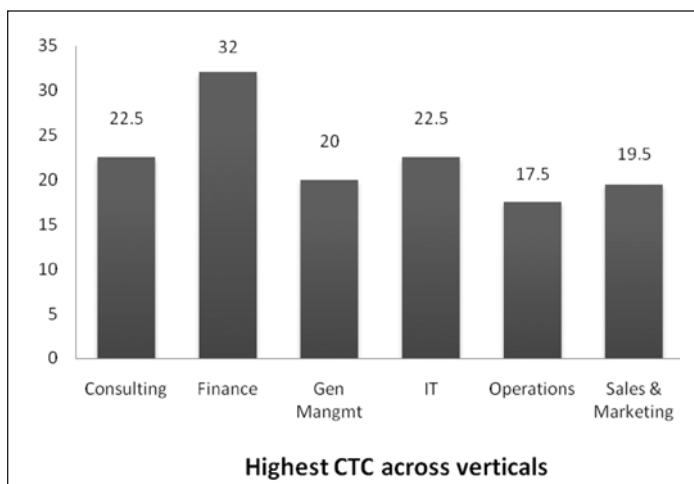
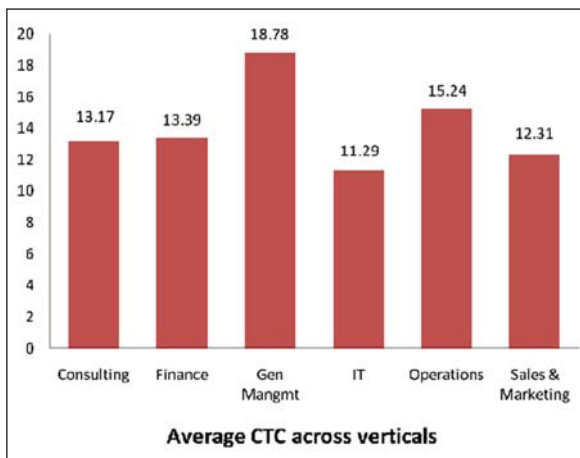
It is an unconscionable public policy failure that over 60 years after independence, over 400 million Indians have no electric power. With affordable solar, this will change.

The business of all businesses now is energy management, among their other missions. This reality is catching on. Students at IIM Kozhikode show a strong and growing interest in learning about energy; many students this summer did internships in a variety of companies in different industries, and yet worked on renewable energy projects, from technologies to marketing and finance.

Placements – PGP 14 (2010-12)

The Indian Institute of Management Kozhikode completed the final placements for the 2010-12 batch. 135 companies participated in the process and made offers to a batch of 317 students across Finance, Marketing, Operations, Consulting, General Management, IT and HR sectors. Amidst recessionary pressures, IIM Kozhikode strived to carve out a niche for itself as India's leading B-School by placing its 14th batch in reputed companies like Deutsche Bank, Nomura, Goldman Sachs, ICICI,

IIM Kozhikode successfully completed placements despite concerns of global slowdown and an increased batch size. The silver lining of this year's placement was the significant increase in the number of PPOs offered to students. From 18 PPOs last year, the number increased to 51 PPOs offered to students across verticals. Industry stalwarts like



Colgate Palmolive, P&G, HUL, ITC, Deutsche Bank, Mahindra & Mahindra, Airtel, JP Morgan Chase, Citi Bank, Standard Chartered and Reliance Industries preferred the PPO route.

Goldman Sachs, Nomura, Citi Bank, HSBC-GR many multinational financial institutions such as Societe Generale also started recruiting from IIMK this year. Investment banks offered the highest salaries to the finance whiz kids of the institute. The Indian banks were equally aggressive; hiring the best talent from IIMK for several financial institutions like RBI, ICICI Bank, Yes Bank, Indus Valley Partners, SBI Caps, SBI General Life Insurance, Futures First, ICRA etc..

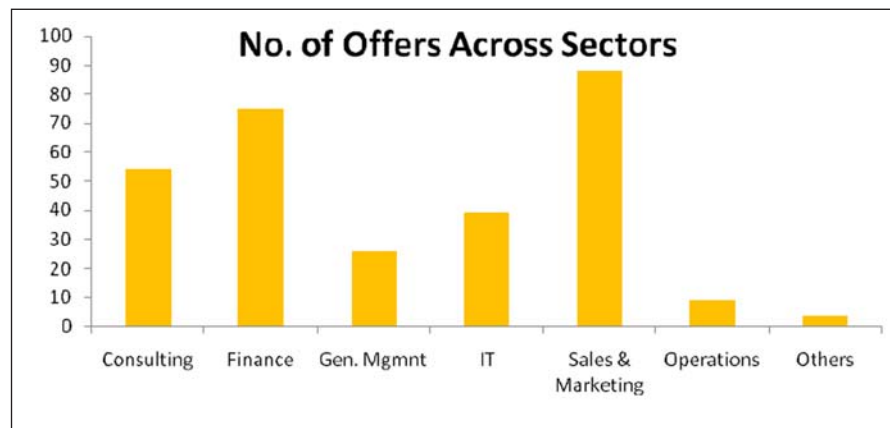
At the same time IIMK once again established itself as the favourite destination for both FMCG and B2B marketing firms. While HUL, ITC, Pepsi and HCCB led the FMCG offers; 3M, Asian Paints, Airtel, Idea led the B2B and service marketing verticals.

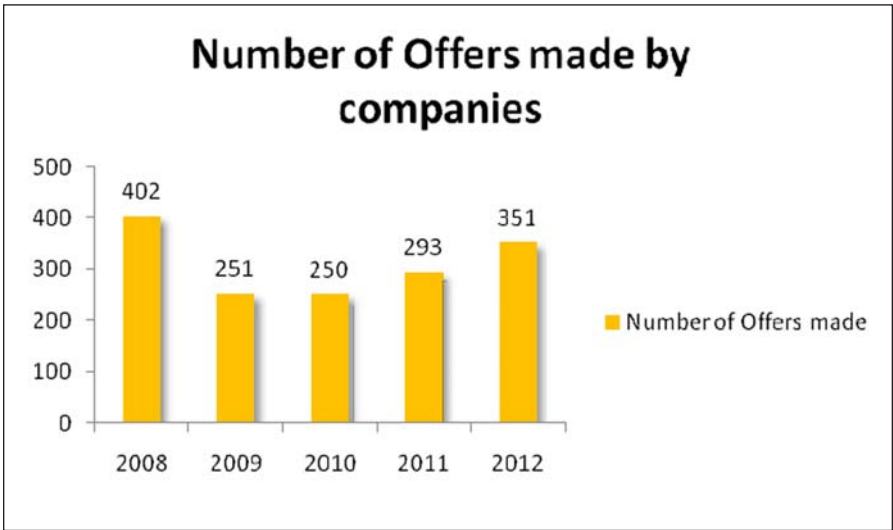
Deloitte Consulting, HUL, ITC, Cognizant, Arvin Meritor, Ingersoll Rand and many more.

A number of new companies hired from IIMK resulting in an increased number of first time recruiters. These include companies such as Amazon, Zynga, Maruti Suzuki, Flipkart, Texas Instruments, Dell, Reserve Bank of India and UB Group. Many companies offered senior managerial roles to students with relevant work-experience.

The average salary per student witnessed a rise of 7% over last year's figures.

In spite of the fact that Finance sector suffered the most due to recession, IIMK was able to add new companies to their its portfolio. Along with the regular recruiters Deutsche Bank,





witnessed a few big names in the industry recruiting from IIMK. P&G, Airtel, Asian Paints, Tata Motors and Amazon are few of the names that offered roles in Supply Chain Management, Procurement, Logistics and Service delivery. An increased number of senior profiles were offered by the medium capital companies and SMEs. Roles of Chief Strategy Officer, Executive Assistant to the CEO and other similar leadership level roles were offered by companies which wanted IIM Kozhikode students to drive their organization towards higher levels of growth.

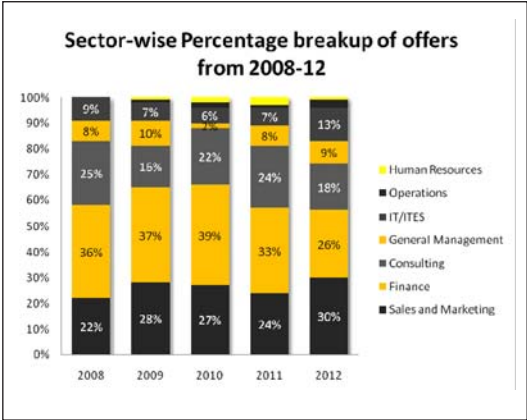
Indian marketing giant Amul visited the campus for the first time offering marketing roles to a few students. In the broader marketing domain, firms like Pfizer, Videocon, Arvin Meritor, GSK Pharma, Dell, FEI Cargo, participated in the placements process. Ingersoll Rand recruited from IIM-K for the first time and offered roles to 4 students.

Consulting participated in the placements process.

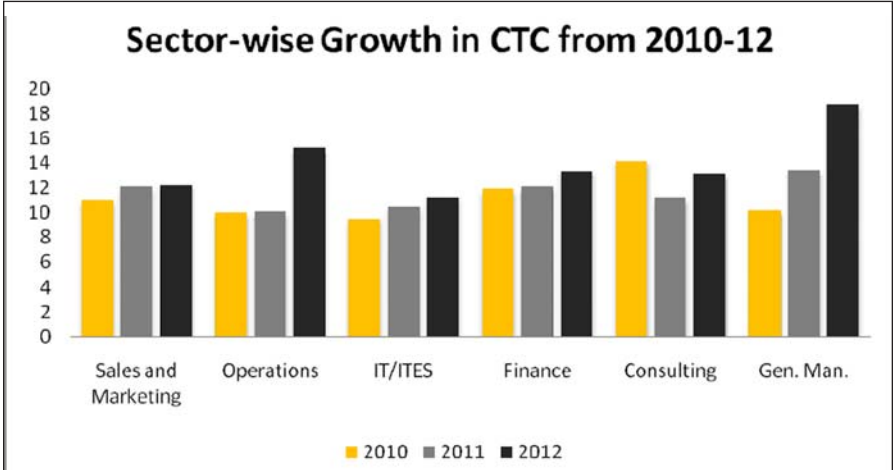
IT companies recruited in numbers with Capgemini, HCL, HP, TCS, Wipro, Mindtree and Aricent leading the pack. Along with IT services firm, product companies such as Facebook, Yahoo, Microsoft etc showed interest in IIMK students. Another highlight was that this year e-commerce came up as a significant vertical showing the growth of online retail in India. Amazon, eBay, Flipkart, Yebhi.com, and Zynga were some of the leading e-commerce giants that recruited from IIM Kozhikode for the first time bringing in a new hope and optimism in an otherwise slow economy. The operations vertical also

PSUs also made their presence felt on campus through the regulator RBI and

TAS recruited for the first time and gave offers to 6 students, the highest across any IIM. Besides TAS, Reliance Industries Ltd., Reliance ADAG, L&T, Mahindra & Mahindra, Olam International, Thomas Cook and Manipal Group offered roles in General Management. On the consulting side, McKinsey, Gallup Consulting, PWC, Deloitte, KPMG, Cognizant Business Consulting, Wipro Consulting Services, HSBC



financial behemoth UTI. Oil and power sector PSUs also visited campus recruiting some of the best talent from IIMK. ONGC, PFC, Power Grid, and Bank of India were the other preferred companies for students who wanted to start their career in the government sector.



Not just this but there were many students who decided to join start-ups like Sports Cradle, Global Environment Concern, Neudesic and Heckyl to venture into the unexplored territories and test their entrepreneurial abilities. Students from IIMK were willing to experiment with going for better roles than bigger brands.

Many corporate officials praised the institute for the quality of the students and talent that IIM-K had to offer to them.



A Unique Initiative of Malabar Group Towards Nation Empowerment

First Batch of Teachers
Leading Schools: In Search of Excellence May 27-30, 2012

Malabar Group of Companies has a rich history of corporate social responsibility, a history that has grown to meet the challenges of a global society. The group believes in investing and enriching the communities. It sets apart 0.1% of their group annual turnover for social welfare activities.

In keeping with its history of empowering the nation by strengthening those who impart knowledge, Malabar Group of Companies collaborated with IIMK for the Leading Schools Workshop organized by Prof. Debashis Chatterjee and announced 200 scholarships and 4 gold medals for school teachers. These workshops aim at targeting the best Secondary / Higher Secondary Teachers of the country in multiple sectors. Each programme shall have 50 carefully chosen teachers from around the country.

Sharing his thoughts on the significance of school education and teachers, Mr. MP Ahammed, Chairman of Malabar Group of Companies, said that they believe quality education at the school level is important to build a base for secondary education and developing the human resources in India. They felt honoured with this humble beginning of a journey to support academic excellence in India by partnering with an IIM.

IIM Kozhikode will co-brand with Malabar Group and launch a nationwide search to reward four outstanding teachers in the country with the novel idea of promoting excellence in teaching in our schools. The winning teachers will receive a Gold Medal and a scholarship for further development.

INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

IIMK Campus P.O., Kunnangalam PIN - 673570, Kerala, India

Telephone : +91 - 495-2803001 | Fax: +91 495 2803010-11 | Web: www.iimk.ac.in