



# IIM KOZHIKODE

*Globalizing Indian Thought*

## RECRUITER'S GUIDE



## Vision

The Institute aims to create a unique and futuristic space of global reckoning, so as to nurture the finest management thinkers in the pursuit of developing into innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Hence, it abides by its dictum of 'Globalizing Indian Thought'.

## Mission

The Institute seeks to inculcate a spirit of wholesome learning, giving equal weightage to academic solidarity and practical application. It aspires to integrate concepts with applications and values, thereby nurturing dependable, capable, caring and fair-minded individuals who will contribute towards the development of communities.



Dream

Innovate

Achieve

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Chief Administrative Officer  
Indian Institute of Management  
Kozhikode, Kerala

# From the Director's Desk



An Institute of national impact and international repute, IIM Kozhikode has taken giant steps towards creating a unique brand of competent yet compassionate managers. We strive to be a school of generative ideas remaining relevant to our society and aiding in the process of building intellectual capital.

IIMK aspires to be an educational institute where talent translates into competency and ability transforms into outcomes. Our vision is to globalize Indian thought through management education, creating thought leaders and industry stalwarts with a human touch. Creating synergies where an able mind is honed to be an important contributor to the society – Indian and worldwide – is our way of doing it. Our quest for diversity is reflected through the impact of the Institute in management education, a fact well appreciated by stakeholders of the social structure.

Complementing classroom learning, students prepare themselves for the challenges ahead through various business competitions and corporate interactions acting as enablers toward wholesome growth. Participation in various cross functional interest groups, committees, socially relevant projects in the local community, and a variety of co-curricular and extracurricular activities linked to industry and real-life management challenges create an ethos of continuous learning and improvement. We believe learning is a continuous process and attaining expertise and excellence are milestones of this lifelong journey.

We are glad to present a pool of talented individuals brimming with energy and excitement to take on the world outside B-school. We look forward towards forging a long-term symbiotic relationship with your esteemed organization in the near future.

**Prof. Debashis Chatterjee**  
Director  
Indian Institute of Management Kozhikode

# Placement Chairperson's Message

As IIM Kozhikode grows leaps and bounds, the role of campus-corporate connect becomes more crucial to us. The recent success story of IIMK would be incomplete without the support of our esteemed recruiters. I thank you for the faith you have reposed on the talented students from our campus, and am delighted by the feedback I have received from all quarters. We also wish to assure our stakeholders to our commitment to student diversity. We believe that this contributes to building wholesome professionals within organizations. I also extend a warm welcome to our new recruiters, and hope that this year will be the beginning of a long and fruitful relationship.

Capitalizing on the job markets witnessing an upward swing, IIM Kozhikode rode the crest of the wave and concluded an excellent placements season. While Finance and Sales & Marketing continued to be our forte, this year witnessed several key roles being offered to our students in other verticals as well. Consulting firms recruited in heavy numbers, and recruiters offering General Management roles also showed faith in IIMK students, picking several students for their leadership roles. Participation of various mid and large cap firms along with niche industries like education and healthcare helped increasing our portfolio, which is becoming impressive with every passing year.

Placements are a culmination of various activities conducted on campus and thus, role of each such activity becomes important. While students learn courses designed and revised as per the industry requirements, they also apply that knowledge through various case challenges and competitions. IIMK prides itself in its rich industry interaction. We understand that future managers do not operate in a vacuum and hence we encourage our students to explore their social and environmental responsibility during their time here, thus developing leaders and thinkers who are keenly aware of the interplay between business and society.

The support from IIMK's distinguished alumni during the recently concluded placements season was encouraging. They stand as a living testimony to the quality of students produced by this Institute.

As we advance towards the placements season of 2014-15, we aim to build on these equities and nurture them to reach for greater heights. It is a privilege to invite you to partner with us, and I keenly look forward to a sustainable and mutually enriching relationship.

**Prof. A F Mathew**  
Chairperson, Placements Committee,  
Indian Institute of Management Kozhikode



# About IIM Kozhikode



IIM Kozhikode is the fifth Indian Institute of Management, founded by the Government of India in collaboration with the Government of Kerala in 1996. Architected by the Late Joseph Stein, Mani and Chowfla, the campus is set amidst one hundred acres of the scenic Malabar hills. It is an excellent example of how state-of-the-art environment-friendly engineering design can be combined with distinct regional architectural styles to produce aesthetically pleasing and functionally perfect structures.

Starting with a modest batch of forty two students in 1997, the Institute boasts of admitting 365 students for its batch of 2014-16. It has made its mark in the sphere of academics and research, and carved a niche for itself in the industry, owing to its faculty and alumni. It is the first IIM in India to have received the prestigious Association of MBAs (AMBA) accreditation enjoyed by international institutes like the London Business School, and INSEAD.

In addition to the Post Graduate Program (PGP), IIMK offers a Fellow Program in Management (FPM), Management Development Programs (MDPs), Executive Post Graduate Programme (Part-Time) – Kochi Campus and Executive Post-Graduate Programs (EPGP). All these programs are highly sought after in the industry, and several executives register for them every year.

Today, IIMK is a name to reckon with in the international fraternity with its tie-ups with almost 37 foreign B-schools for the Students' Foreign Exchange program. In 2009, Yale University partnered with IIMK for academic leadership development programs.

In 2011, IIMK inaugurated the first ever Indian Business History Museum in the country, to inspire aspiring business entrepreneurs and show them the path to success through innovation, diligence and perseverance.

In terms of institutional rankings, it is ranked among the top B-schools in the nation, with world-class infrastructure and facilities. Recruiters consider IIMK as a preferred destination because they can choose from a talented pool of students and also develop a long lasting relation with the Institute through various avenues of engagement.

IIMK is the fastest growing B-school in India. Its growth trajectory sets it apart from other B-schools, and makes it a preferred choice for both students and recruiters.



## AMBA Accreditation

In 2010, IIM Kozhikode was awarded the AMBA accreditation for the PGP and EPGP programs. AMBA provides credibility to IIMK's courses internationally, and drives the institute to keep its courses up-to-date and in tune with the international standards. This credibility will be used to propagate the Institute internationally and build on the aspects required to make IIMK a truly global player in education.

# Milestones

**2014**

The Batch of PGP 18 with an average work experience of 27 months was inducted. The second PAN IIM World Management Conference is scheduled to be held from November 5 to 8, 2014. Setting up of a satellite campus in Mumbai within this year is also planned.

**2013**

The female ratio in the PGP batch of 2013-15 increased to 54%, the highest figure across all IIMs. The faculty strength increased to 64. The first batch of the Executive Post Graduate Program students was inducted on April 6th in the IIM Kozhikode Satellite Campus - Kochi. Number of Management Development Programs (MDPs) conducted increased to 84.

**2012**

The Indian Business Museum was set up. PGP admissions increased to 356. Launched the journal IIM Kozhikode Society & Management Review.

**2011**

IIMK made history as the first B-school to host an entire cabinet of ministers. The management workshop titled "Governance Insights for Transformation (GIFT)" was delivered to the Kerala cabinet by faculty led by the Director Prof. Debashish Chatterjee.

**2010**

Awarded the AMBA accreditation. The female ratio in the PGP admissions increased to 33%. PGP admissions increased to 311. Signed a MoU with Yale University to launch the Yale India Leadership program facilitating the establishment of the Centre of Academic Leadership (CEAL).

**2009**

PGP admissions increased to 290.

**2008**

PGP admissions increased to 261. Fourteen MDPs were held.

**2007**

IIMK was ranked as the fourth best management institute in India (Source: Business World, 24th December, 2007). IIMK started the Fellow Program in Management (FPM).

**2006**

PGP admissions increased to 180. IIMK became one of the fastest growing B-Schools in India.

**2005**

IIMK attracted international recruiters for the first time. The International Exchange Program was launched with three major universities.

**2004**

Started international collaboration with two leading European Schools – ESCP-EAP, France and EBS, Germany.

**2003**

IIMK moved to its own hill-top campus. President APJ Abdul Kalam graced the occasion. PGP admissions increased to 120.

**2002**

IIMK incubated the 'Center for Excellence' with the support of the SC/ST Development Department of Kerala, the only such initiative taken by any IIM to uplift the backward classes.

**2001**

The constructions of the campus began. Designed by Late Stein, Mani & Chowfla, the architecture is a harmonious blend of traditional regional influences and modern, functional style. The first MDP as well as the Executive Education Program on the Interactive Distance Learning (IDL) platform began.

**2000**

The site for the hill-top IIMK campus was identified. The first FDP started.

**1999**

The first batch of IIM Kozhikode students graduated.

**1997**

The pioneer batch of forty two students began classes at the NIT Calicut campus.

**1996**

IIM Kozhikode, the fifth Indian Institute of Management, was established in 1996 by the Government of India in collaboration with the Government of Kerala.

# Indian Business Museum



IIM Kozhikode had embarked on an ambitious program of establishing a Museum of Indian Business History, which is the first of its kind in India. This was a significant step in acknowledging the contribution of India's business leaders in the making of India. Trade, industry and commerce have flourished for centuries in India, but nowhere have they come together in the manner that they have here.

Our vision was to create a national museum of Indian Business History at IIMK that will shape the aspirations of young entrepreneurs, and inculcate the spirit of innovation and business entrepreneurship among the students of IIMK. The museum spans over 23,000 sq. ft., and has an outstanding collection of artifacts, sculptures, photographs, historical documents, letters, miniature models, video and audio recordings, digital repositories and books that showcase the wealth of Indian business history to the visitor. These exhibits have been segregated in a chronological order into the ancient, medieval, colonial, pre-independence, and post-independence periods.



It is a pleasure to report that the phase I of work on the museum has been completed and the museum was inaugurated on 23rd March 2013 by the Hon'ble Union HRD Minister Dr. M. M. Pallam Raju. Over half a dozen top-level corporate houses from India have set up their exclusive pavilions in the museum. TATA, Godrej, Reliance, SBI, Infosys, GMR and FACT have made their contributions to the museum.

The RBI Gallery was inaugurated by Dr. D. Subbarao, the Hon'ble Governor of the Reserve Bank of India (RBI) during 2012. RBI Gallery is one of the significant sections in the Business Museum. The Gallery speaks of the evolution of the RBI as well as the origins and history of the financial system in India.

The Indian Space Research Organization (ISRO)'s Space Pavilion will be inaugurated soon, showcasing the numerous accomplishments of ISRO's space mission, and the business promotions the organization has been offering to the citizens of the country.

In order to capture the regional flavor, the Malabar Chamber of Commerce has sponsored the Malabar Pavilion with a large model of Uru, the ancient ship which was used for trade and commerce between India and the rest of the world, standing testament to the contribution of Malabar to India.

The theme of the museum was unveiled by Shri Oommen Chandy, the Chief Minister of Kerala, in the presence of the cabinet ministers and Prof. Debashis Chatterjee, Director, IIM Kozhikode.





# Infrastructure

## Library & Information Center

The Library and Information Center (LIC) is IIM Kozhikode's knowledge hub, acting as a nerve center of scholarly and corporate information. It aims at providing state-of-the-art information backup and support to its instructional processes and research, through excellent resources and value-added information services in all areas of management and related disciplines.

Over the years, the LIC has registered significant progress and brought worldwide recognition and laurels to IIMK. The E-Learning Platform developed by the Center for Development of Digital Libraries (CDDL) for the WHO India Office, the Information Portal for the Coir Board, and the Greenstone Support Network for South Asia deserve a mention. IIMK's ambitious Digital Library project, sponsored by the Ministry of Human Resource Development, received the status of an example collection from the renowned "Greenstone" family of the University of Waikato, New Zealand. Another important landmark has been the commissioning of the Smart-Card based Access Control System and the Smart-Gate based E-Security System. The latest addition is the Leadership Compass targeted towards the management fraternity. The LIC at IIMK is a digital delight, available 24 hours a day, spanning the entire campus. It is a perfect blend of digital, audio, video and print media with cutting-edge technology. It is an outstanding knowledge-centre catering to the faculty, students and research scholars. It houses over 33,500 books in print form, 277 print journals, 1,85,000 e-books, 4,600 bound volumes of research journals, 15,000 corporate annual reports and more than 15,500 e-journals from India and abroad, in addition to 3,700 CD-ROM publications on contemporary issues.

The audio/visual unit in the LIC hosts over 274 educational videos covering a wide range of disciplines in management. IIMK is an active member in the IIMs' Library Consortium as well as the Ministry of HRD's INDEST Consortium. The annual rupee equivalent of document resourcing in the LIC is around 5 crores. IIMK is also developing special documentation centers on the European Union and the ASEAN countries.

## Computing Facilities

In the last decade, the use of Information Technology (IT) has grown in importance across a wide spectrum of disciplines. IT is making a significant impact on functioning of educational and research institutions as well. We, at IIMK, view information technology not only as critical infrastructure needed for supporting modern academic needs but also as a central component of the academic process itself.

IT facilities at IIMK include powerful computers that provide support for diverse computing requirements, access to bibliographic databases and archives for rapid retrieval of relevant information and for updating and disseminating academic and research material. The IT setup at IIMK comprises of a multi layered architecture, the lowest layer of which is made up of personal computers and workstations. The next layer consists of File servers and Database servers. The third layer consists of application servers (Web, FTP, Email etc.) and other high-end servers/computers required for high



resources demanding tasks.

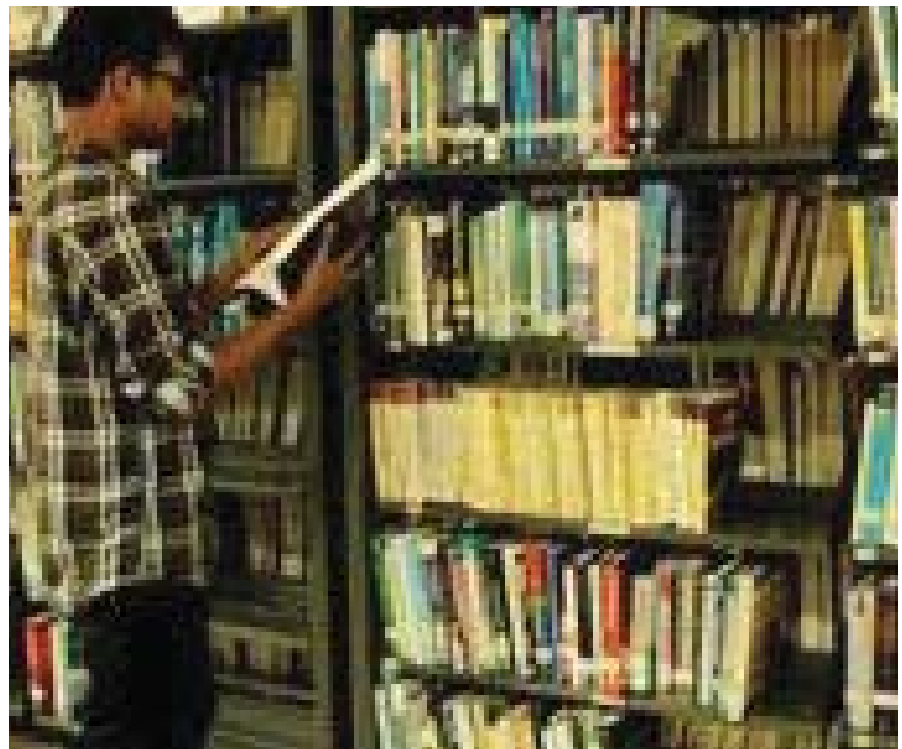
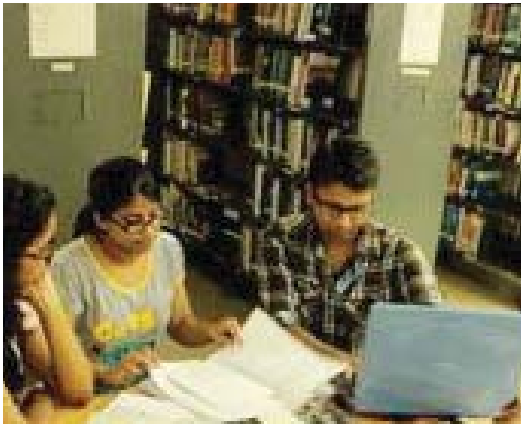
Computer Centre (CC) provides distributed and clustered computing facilities across the campus through a wired and wireless backbone running across the campus. Various buildings in the campus are interconnected through a 6 core SMF Gigabit Fiber Optic backbone. The connectivity to desktops is either using eCAT5 UTP cable or through Wi-Fi. The computer center acts as the main hub of the network and hosts a layer 3 backbone switch. The workgroup switches are located in the respective buildings. All the hostel rooms are also connected to the campus LAN. The residential hill is connected to the campus network via wireless as well as via ADSL. Classrooms, Computer Centre and Library buildings are enabled with indoor Wi-Fi facility. The academic hill is enabled with the outdoor Wi-Fi facility also. Students are provided networked printing facility for meeting their printing requirements. The entire IT Setup is highly secured both at the gateway level as well as at desktop level.

An environment of wide variety of operating systems such as Windows XP/7/8 Pro, Windows Server 2003/2008, Oracle Solaris and LINUX has been established at IIMK to make students familiar with latest operating systems. A wide range of latest software tools and office automation packages are also available for the users.

We also have one of the most modern communication infrastructures, which provides voice, data, and video communications services through a 2 Mbps ISDN line. We are also equipped with multi party ISDN/IP based videoconferencing facility.

More than 100 Mbps leased line based Internet connectivity from multiple service providers facilitates round the clock Internet access. IIMK has also been connected to the prestigious National Knowledge Network (NKN).

The academic environment at IIMK makes extensive use of modern technology to supplement the conventional classroom based teaching. At IIMK we have created a virtual classroom environment using an Open Source Course Management System called Moodle LMS to support teaching and learning. This is a web based service to facilitate anytime, any place access to academic content.



The PGP Web Portal, which acts as a single point of communication between PGP Office, faculty members, and students has been designed and developed in-house. The information available on the portal includes student policies, course outlines, term wise course grades, PGP related notices, Time Table etc. The portal is accessible through the Intranet Page of IIMK.

Many other software tools such as PGP grades preparation, students' attendance capturing and managing, online submission of applications for recruitment, student mess billing, online application for FPM and EPGP admissions, Faculty Activity Reporting Tool, online leave management for both faculty and staff, online applications for International Exchange Programme, online application for maintaining the details of IIMK Alumni, elective course bidding application for PGP and EPGP, academic feedback system, facility for applying online for employment at IIMK etc. have been designed, developed and made operational in-house. IIMK's official web site, websites for all the conferences, seminars and other important events held at IIMK and various other academic portals have also been developed in-house.

IIMK is one of the few IIMs where online fee payment facilities using credit/debit cards and also through net banking has been implemented.

An IT setup very similar to the one implemented at IIMK Campus has also been implemented at our Kochi Campus and the two are interconnected using a point-to-point leased line. The classrooms at Kochi campus are equipped with a world class AV System. The setup allows faculty and the participants of Kochi campus to share resources available at IIMK campus.

The Institute is committed to provide state of the art IT facilities and services to the IIMK user fraternity. The computing facilities and services are not only continuously improved but are also enhanced so as to be able to meet the increasing demands of the ever increasing user base.

## Hostels

The Institute has thirteen well designed hostels which can accommodate about 798 students. The classrooms, computer centre, canteen, and all other facilities are within walking distance of the hostels. All the hostel rooms have been provided with a LAN connection.

TV and washing machines are provided in every hostel. All hostels are connected with telephone lines. The hostels also have facilities for various sports like table tennis, badminton, carom, chess etc. Other facilities include gymnasium and basic medical facilities.

Female students are provided separate accommodation on campus.

## Sports facilities

Sports facilities available on campus include table-tennis, carom, snooker, cricket, football, basketball, badminton and volleyball. The PGP batches of 2015 and 2016 include national level skating, basketball, and chess players, which shows the importance given to sports in IIM Kozhikode apart from academics. The last couple of years have also seen the construction of new sports facilities for the students, which give both the players and the students an enthralling experience of playing on the real field with all the necessary equipment.



# Post Graduate Programme in Management

The Post Graduate Programme (PGP) in Management of the Indian Institute of Management Kozhikode (IIMK) offers a judicious blend of theory and practice and is deliberately designed to be change oriented. The course curriculum is continually reviewed and updated to cater to the requirements of industry and reflect changes in the environment. A unique feature of the PGP is its in-built concern for the larger society as reflected in the design of the curriculum, which aims at nurturing ethically conscious and socially responsible leaders of the future. Ever mindful of the shifting boundaries and the winds of change in a globalized business environment, the Programme also lays considerable emphasis on exposure to many aspects of international business and related strategic and cross cultural issues.

The first year of the PGP provides the incoming students with a thorough grounding in the functional areas of Management. The first year courses in the core curriculum are common to all students, and, considering the level of rigour with which they are taught, these will enable the students to enter into any stream of Management when they embark upon a career. The first year also lays the foundations for moulding of the unique IIMK brand, where, as stated earlier, a concern for the wider society and an abiding value system are firmly imprinted. Besides formal instruction in Business Ethics, the Social Development Projects, where students are attached to local NGOs, charitable organizations, public developmental agencies/bodies and carry out socially relevant and useful projects, start at the very beginning of the PGP.

The Summer Internship is another important building block of the Programme. While offering an opportunity to put learning into practice, it also serves as an important experiential channel for students to move towards finalizing their preferences on various elective courses, often resulting in switching of earlier affiliations.

The second year courses, apart from one compulsory course, are elective offerings in the areas of Economics, Finance, Accounting & Control, Information Technology & Systems, Marketing, Organizational Behaviour & Human Resource Management, Quantitative Methods & Operations Management, Humanities & Liberal Arts in Management and Strategy. IIMK Faculty, as well as professionals from Industry and Academia (as Adjunct Faculty), conduct these courses, which give in-depth insights into the subject matter, and hands-on experience through projects and case studies.

Student interest groups in various functional areas meet regularly, and an active Industry Interaction Cell ensures additional inputs from industry. Management seminars organized by the Institute ensure that the IIMK academic community is able to keep up with the latest developments in the theory and practice of management.

Students, on successful completion of the PG Programme, which would imply obtaining mandatory minimum academic requirements as set out in Rule 4.2.4 herein, would be awarded Post Graduate Diploma in Management.



# Programme Structure & Courses

The duration of the PGP is two academic years. Each academic year normally begins in June/July and ends in March/April, and consists of three terms. The students go for Summer Internships at the end of the third term. Each Course in the PGP 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. Students should note that 30 hours of instruction will normally require another 70 hours of preparation on their own; so typically 100 hours need to be devoted to a 3 Credits course.

Instructors choose from multiple pedagogical tools including lecture discussions, case study method, behavioural and computer-based simulations, projects, class presentations, and various forms of technology based learning such as multimedia case analysis, video conferencing, and e-learning, to facilitate effective learning in their courses.

## Creating Socially Responsible Managers

### **The Social Development Project**

The Social Development Project (SDP) begins at the end of the first year of the Programme and runs through the entire programme duration of each student in the Institute. The objectives of the social development project are to broad base management education and practice, and to orient the students to appreciate the larger socio-economic and political conditions in the country. Specifically, the objectives are to:

- Bridge community-institution gaps,
- Enable students to appreciate, understand and to extend their skills to the management of public services and resources, and
- Develop an orientation for providing solutions to problems and issues faced in the management of public utilities, institutions and services.

The Social Development Project is a non-credit compulsory component of the IIMK PGP. Normally groups of three to five students take up a project with the objective of participating in, studying, and analyzing an agency, institution, service, or utility and then coming up with appropriate interventions, recommendations, operating strategies, and solutions.

The project is flexibly structured to enable students to have ample room to experience and experiment; there are no classroom sessions. It is spread over more than a year, making it possible for them to carry out the project-related work at their convenience. Students will be responsible for reporting their work at regular intervals to the SDP Coordinator, who is a faculty member of the Institute. Students will not be allowed to undertake the various activities concerned with this project during the regular/scheduled classes.



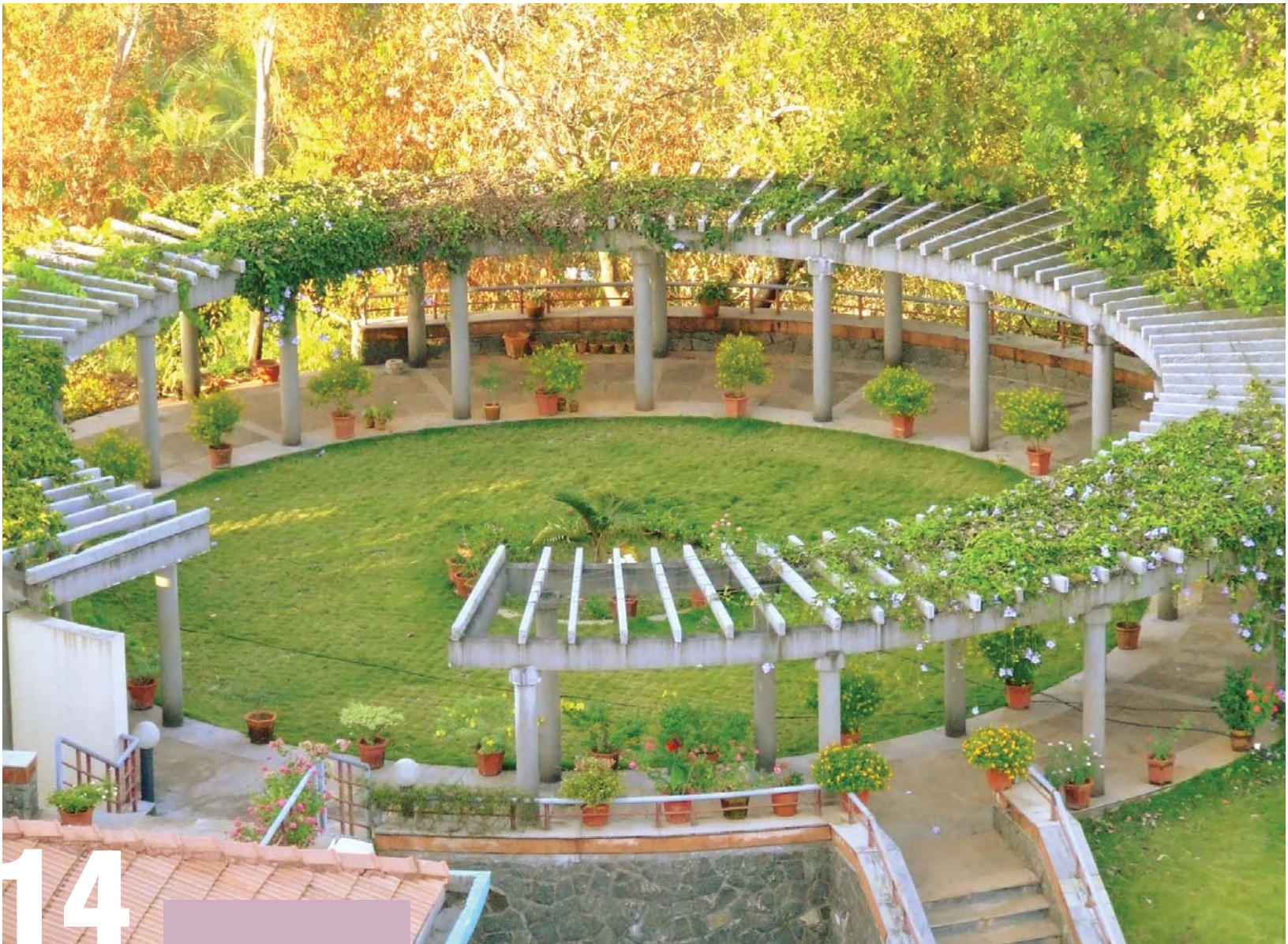
On completion of the project work, each group of students will submit a report. The final report should be submitted on or before the deadline stipulated by the Institute.

A 'satisfactory' or an 'unsatisfactory' grade will be awarded to the student after evaluation of the work done by the student.

The time limit for submitting the preliminary SDP Report as well as final report will be announced by PGP Office and the students are strictly directed to follow the guidelines.

### **Aligning Curriculum towards Corporate Social Responsibility**

As a part of the first year curriculum, students are exposed to courses like Business Ethics, Environmental Management and Social Transformation in India. These courses aim at the all-round development of the students and make them aware of their responsibility towards the society. They equip them with sound knowledge to develop an open mind and create a broader perspective towards various social, economic, moral, religious and environmental issues. By way of these courses, the students are urged to evaluate the ethical implications and make socially conscious decisions aimed towards sustainable development.



# The Courses

## CORE SUBJECTS

- Social Transformation in India
- Organizational Behaviour
- Managerial Communication
- Management Accounting
- Micro Economics
- Quantitative Methods
- Marketing Management
- Business Computing
- Business Ethics
- Financial Management
- Macro Economics
- Operations Management
- Operations Research
- Business Laws
- Strategic Management
- Environmental Management
- Human Resources Management
- The Indian Economy
- Business Information System Management



## ELECTIVES

### Economics

- Game Theory
- Business & Government
- Econometrics for Business
- Public Policy Analysis: Frameworks & Applications

### Finance, Accounting & Control

- Financial Reporting & Analysis
- Financial Derivatives
- Strategic Financial Management
- Mergers, Acquisitions & Corporate Restructuring
- Project Management & Finance
- Strategic Cost Management
- Fixed Income Securities

- Financial Risk Measurement and Management
- Management of Financial Services
- Valuation & Real Options
- Investment Analysis and Portfolio Management
- Commercial Bank Management
- Simulation Techniques for Finance

### Marketing

- Sales and Distribution Management
- Strategic Marketing
- Business to Business Marketing
- Marketing of Services
- Consumer Behaviour
- Integrated Marketing Communications
- Product Policy and Brand Management
- Customer Relationship Management
- Retail Management

- Rural Marketing
- Social Media & Consumer Driven Marketing
- Advanced Methods in Marketing Research
- Internet Marketing

### **IT and Systems**

- Business Intelligence Systems
- Enterprise Resource Computing
- E- Business
- IT Risk Management
- Cloud Computing for Business
- Ethics in IT
- Planning and Designing the Information Environment
- IT Strategy
- Healthcare Management with IT
- Management of IT Product & Services
- Computational Advertising
- Green & Sustainable Computing

### **Organizational Behavior & Human Resources**

- Negotiations & Conflicts Resolutions
- Discovering Self
- Organization Change & Development
- Compensation & Rewards Management
- Some Recent OB Inputs for Enhancing Employee Performance & Humanistic Orientation in Work Place
- Legal Aspects of HRM
- Leadership: Applied, Conceptual and Evolving
- Management Consulting : Profession & Practice
- Behaviourial Analytics
- Effective Hiring Skills
- Strategic HRM
- Performance Management
- Learning & Development
- Managing Employee Relations
- Creativity & Innovation by Design
- Talent Management

### **Quantitative Methods & Operations Management**

- Supply Chain Management

- Project Management
- Six Sigma
- Service Operations Management
- International Logistics
- Product Innovation and Development
- Lean Systems
- Green Business

### **Strategy**

- Strategic Analysis of Joint Ventures and Alliances
- Entrepreneurship and New Ventures
- Economics of Strategy
- Mergers, Acquisitions Joint Ventures and Corporate Growth
- Strategy Implementation
- Strategic Flexibility and Resource Leverage in Organizations
- Strategic Management of Innovation
- Business Models for the 21st Century
- Corporate Governance & Social Responsibility
- Strategic Analytics : Insights from Sports
- Competitive Strategy – The Game of Poker

### **Humanities & Liberal Arts in Management**

- Globalization and Culture
- Communication as Impression Management
- Geopolitics and International Business
- Cross Cultural Communication
- Industrialisation: Perspectives from World History
- Understanding Emerging Markets
- The Origins and Character of Multinational Corporations: A Global View

### **Inter Disciplinary**

- Pricing
- Applied Financial Econometrics

### **Compulsory Workshop**

- Entrepreneurship Workshop (Term IV)
- Leadership Workshop (Term V)
- Consultancy workshop (Term VI)

### **Compulsory Course**

- International Business (Term IV)



# Faculty Profiles



## Economics

- Kausik Gangopadhyay**  
Ph.D. (University of Rochester)
- Krishna K. Ladha**  
Ph.D. (Carnegie-Mellon University)
- Kulbhushan Balooni**  
Ph.D. (Sardar Patel University)
- Leena Mary Eapen**  
Ph.D. (Madras School of Economics)
- Rudra Sensarma**  
Ph.D. (IGIDR Mumbai)
- Shubhasis Dey**  
Ph.D. (Ohio State University)
- Sthanu R. Nair**  
Ph.D. (Madras School of Economics)

## Finance, Accounting and Control

- Abhilash S. Nair**  
Ph.D. (IIT Bombay)
- Jijo Luckose P.J.**  
Ph.D. (IIT Bombay)
- Kousik Guhathakurta**  
Ph.D. (Jadavpur University)
- Lakshmi Subramaniam Ladha**  
MS (Washington University)
- L Ramprasath**  
Ph.D (Rutgers, The State University of New Jersey)

- Pankaj Kumar Baag**  
Fellow (IIM Calcutta)
- Ramesh K. K.**  
Chartered Accountant
- Rachappa Shette**  
Ph.D. (Osmania University)
- S. S. S. Kumar**  
Ph.D. (ISM Dhanbad)
- Sony Thomas**  
Ph.D. (IIT Madras)
- Sudershan Kuntluru**  
Ph.D. (Osmania University)  
Humanities &  
Liberal Arts in Management

## Humanities & Liberal Arts in Management

- A.F. Mathew**  
Ph.D. (TISS Mumbai)
- Aparajith Ramnath**  
Ph.D. (Imperial College London)
- Anupam Das**  
Ph.D. (Indiana University  
Bloomington)
- Deepa Sethi**  
Ph.D. (DAVV Indore)
- G. Venkat Raman**  
Ph.D. (Peking University)





**Information Technology and Systems**

- Anindita Paul**  
Ph.D. (University of Missouri)
- Anjan Kumar Swain**  
Ph.D. (University of Sheffield)
- M. P. Sebastian**  
Ph.D. (IISc., Bangalore)
- Mohammed Shahid Abdulla**  
Ph.D. (IISc., Bangalore)
- Radhakrishna Pillai R.**  
Ph.D. (IISc., Bangalore)
- Satish Krishnan**  
Ph.D. (National University of Singapore)

**Marketing Management**

- Anandakuttan B. Unnithan**  
Ph.D. (CUSAT)
- Atanu Adhikari**  
Ph.D. (ICFAI University)
- G. Sridhar**  
Fellow (IRMA)
- Joffi Thomas**  
Fellow (MDI Gurgaon)
- Joshy Joseph**  
Ph.D. (IIT Madras)

- Keyoor Purani**  
Ph.D. (North Gujarat University)
- Naveen C. Amblee**  
Ph.D. (University of Hawaii)
- Omkumar Krishnan**  
Ph.D. (IIT Bombay)
- Rahul Kumar Sett**  
Fellow (IIM Ahmedabad)
- Sanal Kumar Velayudhan**  
Fellow (IIM Ahmedabad)

**Organization Behaviour and Human Resources**

- Debashis Chatterjee**  
Post-Doctoral Fullbright Fellow (Harvard University)
- Debabrata Chatterjee**  
Fellow (IIM Calcutta)
- K. Unnikrishnan Nair**  
Fellow (IIM Ahmedabad)
- Manish Kumar**  
Fellow (IIM Lucknow)
- Manoranjan Dhal**  
Ph.D. (IIT Kharagpur)
- Priya Nair Rajeev**  
Ph.D. (IIT Madras)





**Surya Prakash Pati**  
Fellow (IIM Lucknow)

**T. N. Krishnan**  
Fellow (IIM Ahmedabad)

**Quantitative Methods and Operations Management**

**Anand G.**  
Ph.D. (BITS Pilani)

**Arqum Mateen**  
Fellow (IIM Calcutta)

**Raju C.**  
Ph.D. (University of Madras)

**Ram Kumar P. N.**  
Ph.D. (IIT Madras)

**Rupesh Kumar Pati**  
Ph.D. (IIT Roorkee)

**Saji Gopinath**  
Ph.D. (IISc., Bangalore)

**Shovan Chowdhury**  
Ph.D. (University of Calcutta)

**Sidhartha S Padhi**  
Ph.D. (IIT Kharagpur)

**Soumya Roy**  
Ph.D. (IISc. Bangalore)

**Thangamani G.**  
Ph.D. (IIT Madras)

**Strategic Management**

**Anubha Shekhar Sinha**  
Fellow (IIM Calcutta)

**Deepak Dhayanithy**  
Fellow (IIM Lucknow)

**Mahesh Bhawe**  
Ph.D. (Syracuse University)

**Nandakumar M. K.**  
Ph.D. (Middlesex University)

**P. Rameshan**  
Ph.D. (IIT Kharagpur)

**Rajesh Srinivas Upadhyayula**  
Fellow (IIM Ahmedabad)

**Saptarshi Purkayastha**  
Ph.D. (ICFAI University)

**Sumit Mitra**  
Fellow (IIM Ahmedabad)

**Suram Balasubrahmanyam**  
Ph.D. (IISc. Bangalore)

**S. Subramanian**  
Ph.D. (ICFAI University)



# International Exchange



Many students of the second year participate in the Students' Exchange program. Students from affiliate partners also spend a term at IIM Kozhikode and become deeply integrated with campus activities. The exchange program exposes students to innovative pedagogical techniques, sensitizes them to cross-cultural issues and provides them with a setting to test their skills in a global environment – all very crucial for today's global managers.

The partner universities for the International Exchange program at IIMK include:

- ▶ Abu Dhabi University, Abu Dhabi
- ▶ Asian Institute of Technology, Thailand
- ▶ Audencia Nantes School of Management, France
- ▶ BEM Bordeaux Management School, France
- ▶ Bocconi University, Italy
- ▶ Catolica Lisbon School of Business and Economics, Portugal
- ▶ College of Commerce, National Chengchi University, Taiwan
- ▶ Cyprus International Institute of Management, Cyprus
- ▶ EDHEC Business School, France
- ▶ EM Strasbourg Business School, France
- ▶ ESCP, France
- ▶ ESSCA School of Management, France
- ▶ Euromed Management, France
- ▶ European Business School, Germany
- ▶ Foreign Trade University, Vietnam
- ▶ Group ESC Troyes, France
- ▶ ICN Business School, France
- ▶ IESEG School of Management, Lille, France
- ▶ ISCTE University Institute of Lisbon, Portugal
- ▶ Jonkoping International Business School, Sweden
- ▶ Kedge Business School, France
- ▶ Leeds University Business School, UK
- ▶ Leipzig Graduate School of Management, Germany
- ▶ Management Center Innsbruck, Austria
- ▶ Neoma Business School, France
- ▶ Norwegian School of Economics, Norway
- ▶ Plymouth University, United Kingdom
- ▶ Queensland University of Technology, Australia
- ▶ Sabanchi University, Turkey
- ▶ Sungkyunkwan University, Korea
- ▶ Telecom E Cole De Management, France
- ▶ TuDelft University of Technology, Netherlands
- ▶ University of Birmingham, UK
- ▶ University of Bradford, UK
- ▶ University of Lausanne, Switzerland
- ▶ Victoria University of Wellington, New Zealand
- ▶ Yale University, US

# The Other Programmes

- Executive Post Graduate Program (EPGP)
- Executive Post Graduate Program in Management (Part-Time) (EPGP-PT) – Kochi Campus
- Executive Post Graduate Certificate in General Management (EPGCCGM)
- Executive Post Graduate Certificate in Strategic Management (EPGCSM)
- Executive Post Graduate Certificate in Financial Management (EPGCFM)
- Executive Post Graduate Certificate in Marketing Management (EPGCFM)
- Executive Post Graduate Certificate in Human Resource Management (EPGCFM)
- Executive Post Graduate Certificate in Operations Management (EPGCOM)
- Executive Post Graduate Certificate in Information Technology Management (EPGCITM)
- Executive Post Graduate Certificate in Human Resource Management (EPGCHR)
- Fellow Programme in Management (FPM)
- Faculty Development Program (FDP)
- Management Development Program (MDP)



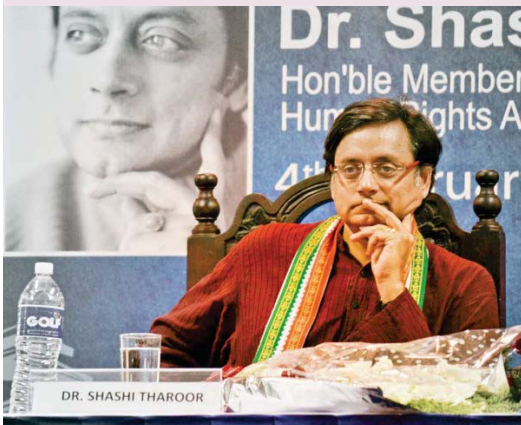
## Scholarships

- Aditya Birla Scholarship
- Central Scholarship for SC students Offered by the Ministry of Social Justice and Empowerment
- Central Scholarship for ST students Offered by the Ministry of Tribal Affairs
- Devang Mehta Business School Awards
- IIMK Merit Scholarship
- IIMK Need-Based Scholarship
- Merit cum Means Scholarship
- NTPC Scholarship
- OP Jindal Management Scholarship
- Pratibha Scholarship Offered by Government of Andhra Pradesh
- Rajarshi Sahu Maharaj Scholarship Offered by Government of Maharashtra
- Sir Ratan Tata Scholarship
- Societe Generale Global Solution Centre Pvt. Ltd. Scholarship

# Committees, Clubs and Interest Groups

## Committees

Students' Council (Studcon)  
Social Service Group (SSG)  
Media Cell  
Backwaters Committee  
Cultural Committee (CulCom)  
Industry Interaction Cell  
Sports Committee (SportsCom)  
Alumni Committee (AlCom)  
Konquest  
Entrepreneurship Cell (E-Cell)  
Editorial Board  
IT Committee (ITCom)  
Mess Committee (MessCom)  
Merchandising and Design Committee (MadCom)  
The Marathon Executive Team



## Interest Groups

Omega (Operations Interest Group)  
Konsult (Consulting Interest Group)  
Abakus (Technology Interest Group)  
mPower (Marketing Interest Group)  
Financially Yours (Finance Interest Group)  
HRiday (HR Interest Group)  
Economics, Politics and Society



## Clubs

Atharva: The Quiz Club  
Pro-Lit-Cult: The Literary And Debating Club  
K-Matinee: The Movie Club  
Theatrix: The Dramatics Club  
Tripod: The Photography Club  
Footvibes: The Dance Club  
K-Dio: The Campus Radio  
Kalakriti: The Arts Club





## Events @ K



## Horizons

The annual management conclave of IIM Kozhikode, Horizons is organized by the Industry Interaction Cell (IIC). It brings together industry leaders from diverse sectors and offers a unique opportunity to students to learn from some of the leading minds in the country.

Horizons 2013, spread over two days, tried to capture varied perspectives of social entrepreneurs, corporate band-wagons and authors through a series of events. The conclave strived to align the creative ideas from management students across the country with the practical wisdom and experience of seasoned fields.

### Speakers:

- Arunachalam Muruganantham, Inventor and Social activist
- Raghu Iyer, CEO Rajasthan Royals
- Ravi Subramanian, Author and Banker

## Industry Deep Dive

Industry Deep Dive 2.0, an initiative by the Industry Interaction Cell, IIM Kozhikode kicked off on 26th October, 2013. With a focus on the most celebrated business vertical in the country, the media and entertainment sector, the event highlighted on the different perspectives of its evolution, commercialization and managerial perspectives.

### Panelists:

- Bhaskar Das, Group CEO at Zee News
- Mahesh Murthy, Managing Partner at SEEDFUND, Founder & CEO at PINSTORM, Founder & Principal at PASSIONFUND
- Sorav Jain, the thinker-in-chief at Echo-VME
- Tamal Bandyopadhyay, leading financial journalist and Deputy Managing Editor, Mint
- Tarun Tripathi, CEO of collectivity, former head of marketing Yash Raj Films

## Guest Lectures and Workshops

IIMK also hosted a number of workshops and guest lectures around the year. Notable names from the industry shared the current industry challenges and practices.

- Prashant Parameshwaran, Head, Consumer Insights, General Mills
- Deepa Thomas, Head of Corporate Communications & Pop Culture at eBay India
- E Sreedharan, Managing Director of Delhi Metro
- Subramanian Swamy, Economist, Author, Politician
- Sunder Madakshira, VP, Marketing and Communications, SAP Labs India





- Shruthi Challa, Indian-American entrepreneur, adviser and international public speaker
- Mansoor Khan, Director, Producer and Author
- Malli Mastan Babu, IIM Calcutta and IIT Kharagpur alumnus, world renowned mountaineer
- Industry Analysis Workshop, Wefaculty
- Abhilash Tomy, Commander of the Indian navy, First Indian to circumnavigate the globe solo and non-stop

## Backwaters

Backwaters is the Annual B-School Meet of IIM Kozhikode. Backwaters 2013 was a roaring success with close to 6,200 students from across 175 premier B-Schools of India participating in 31 events spanning all management verticals.

Backwaters 2013 through its flagship events, the business simulation games, case studies, strategy events across five verticals (Finance, Marketing, Strategy, Operations and Human Resources) gave an opportunity to students from the best B-schools to apply their classroom concepts to the real world.

## K-Starter

The Entrepreneurship Committee (E-Cell) of IIM Kozhikode conducts an engaging series of meet-ups among students. The sessions are targeted at inducing discussions on entrepreneurship, the next big thing, the skills needed to tap the opportunities of the future etc.

## Hackathons

A new initiative where students get together for intense 2-3 hour sessions, organize themselves in teams and hack at a given startup business challenge.

## HR Summit

The HR summit with theme: "Let's learn" intended to address the issue of relevance of the current model of learning and recognize the need to change how we teach and learn. The place of learning was once addressed as temples but now they have become highly commercialized. Thus the aim of this conference was to provide a common platform to academicians, social scientists, educationists and corporate to relook at the concept of learning, research its drivers across sectors, and reorient it with the times to generate superior and sustainable performance.

## Speakers:

- Prabhu Chawla  
Editorial Director of The New Indian Express
- Ms. Geetika Kalha  
Principal Secretary - Tourism, Govt. of Punjab
- Dr E. Mukundan  
State President of Sri Sathya Sai Seva Organizations, Kerala



- Dr. Saundrya Rajesh  
Founder - President of AVTAR Career Creators
- Dr Jayan Sen  
Group Leader- Leadership & Organization Development Infosys Leadership Institute
- Dr Daljeet Singh Manhas  
Former Director General at Govt. of HP Shimla Area
- Dr Pallab Bandyopadhyay  
Director (HR), Citrix India
- Dr. V.A. Joseph  
CEO South Indian Bank
- Dr. Madhav Chavan  
Co-Founder and CEO of Pratham NGO

### Nostalgia

The Alumni Committee, IIM Kozhikode celebrated the annual alumni reunion event Nostalgia'14, on the 25th and the 26th of January 2014. Every year, alumni from various parts of the country and the world come together on two days to cherish their time in the institute. This year, the event witnessed more than 100 participants across the world. IIM Kozhikode gave the alumni a wonderful time to unite and rejoice. Some of the alumni came with their family, to meet their friends and relive the two years of their college life.

The event kicked off with invocation and a formal inauguration by the Director of IIMK. A general body meeting of the alumni with the Alumni Committee Chairperson, the Director, Dean and the faculty was held. The dignitaries addressed the gathering and encouraged discussion. The alumni were informed about the current happenings and the future plans of the institute. Their suggestions were also taken, to shape the institute in the path of continuous success. After high tea, there were music performances from the current batches. The alumni then enjoyed a campus tour with their friends. Also, the sixth batch that graduated from IIMK celebrated their tenth anniversary by cutting cake. The day ended with a grand home-coming dinner where the alumni relished with their old friends, family and faculty. A ghazal performance was arranged to suit the mood of the night.

On the second day, there was an informal interaction by the alumni with the current students. The discussion involved informal career counseling and inputs from the industry. The alumni guided the students on how to approach their career and life during and after MBA. They shared anecdotes and informed the students about the various career choices that are available to them in the industry. True to IIMK's bonding with nature, the day ended with tree plantation ceremony, 'Plant hope, Plant a life', with the alumni planting samplings in the institute as a remembrance of their days here. Overall, the two days were truly a family reunion, giving a chance for the alumni to fondly reminisce their student life at campus.



## Calicut Mini Marathon

Started in 2010 with the aim of generating social awareness on issues plaguing our society and providing a platform for civic engagement, Calicut Marathon has since grown into one of Kerala's biggest sporting events. This event is a celebration of sportsman-spirit and the passion to run for a cause. Supporting different themes over the years, 'War on Waste', 'Be the change', 'Transforming lives', and 'Empowering Women', Calicut Marathon, organized by IIM Kozhikode, joins hands with NGOs, district administration and civic authorities to become an essential cog in the wheel of change.

The fifth edition, organized in association with the District Administration of Calicut and Kerala Network for Organ Sharing KNOS (Government body under Kerala Health Department), promoted 'Organ donation' and saw 4,000+ marathoners running shoulder to shoulder on 23rd February 2014 starting from the Calicut beach. The uniqueness about this initiative is not just organizing the marathon but using it as a platform to identify a burning issue in the society, collaborating with corporate houses, schools and colleges in spreading awareness and sensitizing the public. For the Marathon, a lot of lead up events are organized that bring together people from all walks of life; like Open day @ IIMK, street play, sand art, flash mob, bike rally, and competitions for the public and college students.

## Echoes

The Cultural Committee organized Echoes'14, the annual cultural festival of IIM Kozhikode, which was a 3 day event held from 24th to 26th January, 2014. The theme chosen for this edition of the fest was "Kaleidoscope" and all the elements of the fest were incorporated into the spirit of the theme.

The fest was preceded by several lead up events, the most notable of which was the "I Love Paani", the short film making contest which was conceptualised and judged by ace director Shekhar Kapoor.

The three-day-fest witnessed a huge number of participants from colleges in Kerala and the neighbouring states, supported by stalls and displays from various sponsors. But, the highlights of the fest were the grand performances by Agnee, Sona Mohapatra and Black letters, the Indian Rock Band. The final event "Rampage-the fashion show" was marked by the crowning of the Echoes Diva who won a Diamond Ring sponsored by Zella.

A very interesting school event "Bright Minds Challenge", held in Gujarati Hall, Kozhikode marked the close of Echoes. This event was sponsored by Crown theatre and awarded the most well rounded performance among all the competing schools.

## Sangram 2013

Sangram is the flagship inter-IIM sports meet at IIM Kozhikode, where a healthy sporting rivalry between IIM Kozhikode, IIM Bangalore and IIM Trichy is relived every year. Started in 2004 as an annual event between IIMK and IIMB, Sangram 2012 saw participation from IIMT as well. Being hosted by IIMK and IIMB every alternate year, this event gives a platform to all the sports enthusiasts from the three leading institutes, to build stronger bonds amidst healthy competition. An epitome of sportsman spirit, Sangram acts as a team building activity for the students of all the three institutes. This year the three day event was successfully hosted by IIMK, winning 9 gold, 8 silver and 4 bronze medals in various events, with a commendable performance in Basketball, Football, Carrom and Swimming.





# PLACEMENTS



# Final Placement Summary

**IIM Kozhikode** completed final placements for the graduating batch of 2014 by receiving **355 offers** **344 participating students**. It is a 10% increase in annual compensation figures from the previous year, which also marked increase of 25% in the number of offers made per recruiter. The season saw offers being made by **108 recruiters**, including **39 new recruiters**. The number of **Pre Placement Offers (PPOs)** broke new ground this year, with the figure witnessing a **37% increase over the previous year**.

The major recruiters this season were Deloitte, Deutsche Bank, Goldman Sachs, and IBM Consulting, which together made 38 offers. New recruiters included EXL Services, Google, Kellogg's, Phillips, Samsung, and TVS Logistics, among others.

**Finance firms made offers to 21% of the batch**, with recruiters like American Express, Citibank, CRISIL, Dell Financial Services, Deutsche Bank, Goldman Sachs, HSBC, ICRA, JPMC, Nomura, and SBI Caps offering roles in corporate finance, investment banking, capital markets, asset management, risk analysis, and global investment research.

The **Marketing & Sales domain saw 28% of the batch** securing offers in companies such as Airtel, Amul, Arvind Lifestyle, Asian Paints, Bajaj, Emami, GSK Pharma, HUL, ITC, Madura, Marico, Pepsico, Pidilite, Raymond, Tata Steel, Vodafone, and UB Group.

Consulting and General Management roles were offered by Cipla, Cognizant Business Consulting, Deloitte, IBM, KPMG, JSPL, L&T, PwC, Ranbaxy, Reliance, RPG, and TAS, among others. Notable roles in strategy were offered by Anand Bazaar Patrika, Matrimony.com, Mahindra & Mahindra, and Unisys. Mahindra hired a student as executive assistant to their Chief Brand Manager and Group Strategy Head – Defence Sector.

Roles in operations were offered by Amazon, Asian Paints, Flipkart, HCCB, ING Vysya Bank, NSE, and TVS Logistics. **More than 15% of the batch secured jobs in technology**, business intelligence, and allied fields from companies including Accenture, Capgemini, Fidelity Investments, HCL, LatentView Analytics, Mahindra Comviva, Microsoft, TCS, and Wipro.

**More than 25 international offers** were made this year, with roles spanning across 7 countries. Paramount Computer Systems and NMC Healthcare offered UAE-based marketing and sales roles in information security and healthcare respectively. Kadence International offered front end roles based out of Indonesia.



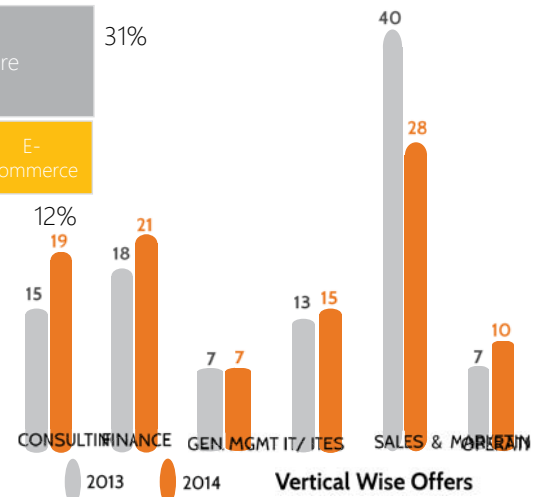
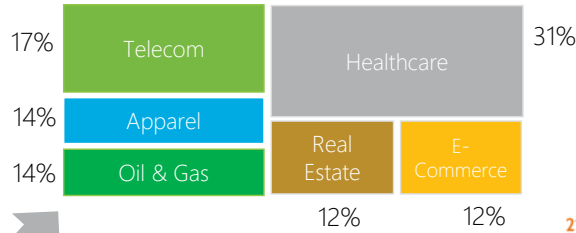
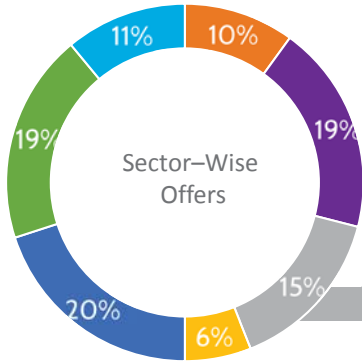
# Final Placements 2013-14

**11%** Increase in Average Salary

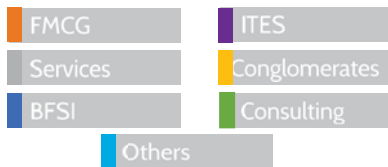
**7+** 25+ International offers across countries

**25%** Increase in Average Number of Offers/Recruiter

## SERVICES SECTOR BREAKUP



This placements season saw participation from recruiters across a wide range of sectors. In addition to mainstays such as consulting, BFSI, and ITES, recruiters from service sectors including real estate, telecom, energy, e-commerce, and healthcare also made offers to students.



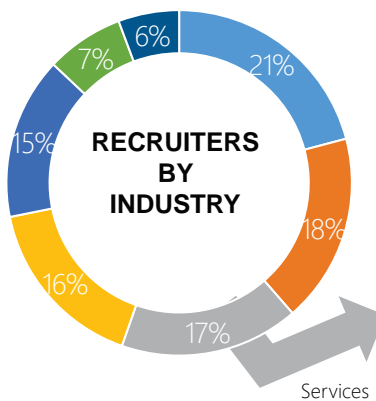
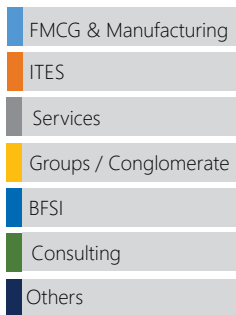
**108** Recruiters participated

# Summer Placements 2013

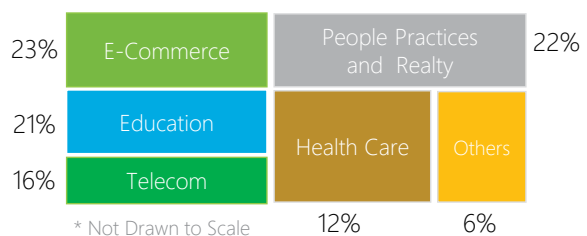
**25** International Offers

**20%** Increase in Average Number of Offers/Recruiter

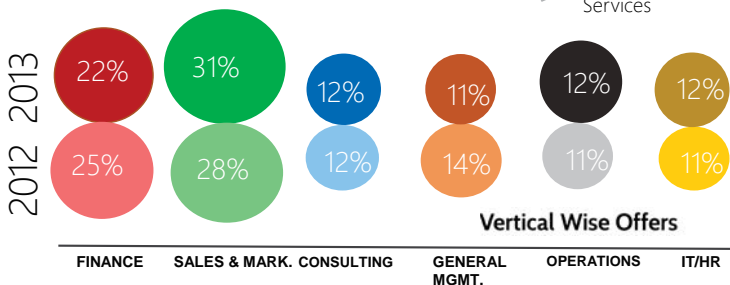
**36%** Increase in Average Monthly Stipend



## Services Sector Breakup



\* Not Drawn to Scale



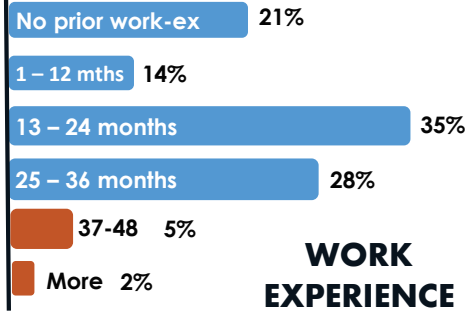
**118** Recruiters participated



# BATCH OF 2016

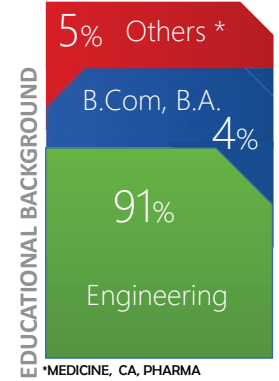
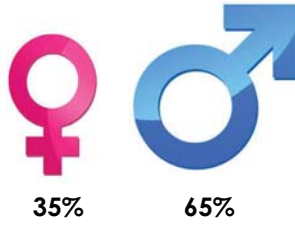
27

Average Work Experience (in mths)



**WORK EXPERIENCE**

## GENDER RATIO



EDUCATIONAL BACKGROUND

365

Batch Strength

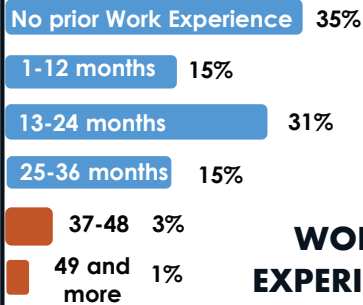


**SECTOR-WISE**

# BATCH OF 2015

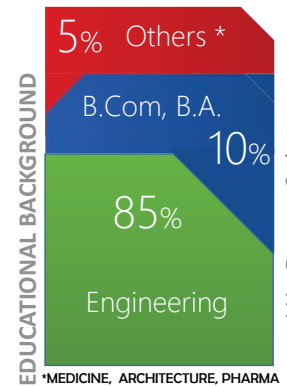
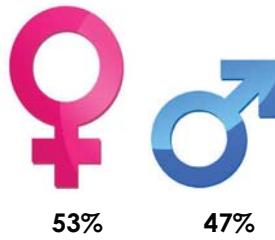
25

Average Work Experience (in mths)



**WORK EXPERIENCE**

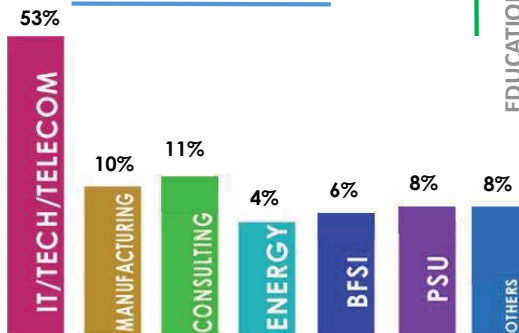
## GENDER RATIO



EDUCATIONAL BACKGROUND

352

Batch Strength



**SECTOR-WISE**

## Accolades

Aditya Birla Scholarship	Winner
Airtel iCreate	National Finalists
Asian Paints Canvas	National Top 7
Citigroup Citi Women Leader Award	Winner
Crisil Young Thought Leader Award	Winner
Deloitte Maverick	National Finalists
Godrej LOUD	Winner
HUL LIME	Campus Winners
ITC Interrobang	Winners
JPMC 'The Deal'	National Top 5
L'Oreal Brandstorm	National Finalists
Mahindra & Mahindra War Room	National Finalists
OP Jindal Engineering & Management Scholarship	Winner
Pepsi Become Indra's Advisor Challenge	National Finalists
Perfect Relations Rolex Case Study Contest	Winners
Reckitt Benckiser Durex Case Study	Campus Winner
RPG Blizzard 2.0	National Finalists
Sony Entertainment Television Media Moguls	Winners
Tata Business Leadership Awards	National Finalists
TATA Crucible Business Quiz	Zonal Winners
Wipro Earthian	Winners



# Recruitment Process

## Summer Placements

The Summer Recruitment process is carried out during the month of October, and summer interns start their internships at the end of the third term. The internship lasts for a minimum of eight weeks (April and May) in the following year. The summer process is a unique experience for students and several companies prefer internships over interview-based final recruitment as a more comprehensive method of evaluating potential employees. Trends from previous years indicate recruiters' preference towards rewarding deserving candidates by getting them on-board through the PPO route based on the performance in the summer internship.

## Lateral Placements

Laterals provide an opportunity for the students to leverage their prior work experience and negotiate with the organization for a designation higher than that of a management trainee or an entry role management graduate. Companies benefit by gaining from the added advantage of accessing a rich talent pool with relevant exposure to the respective industry. The minimum work experience criteria for this year's lateral placements process is 12 months.

## Final Placements

Final placements are conducted at the end of the second year. During final placements, companies are allotted slots based on a structured slotting process. The process will start in the month of January. Students who get offers during lateral placements will be automatically signed out of the placements process and will be unavailable for final placements. A student, on getting an offer during the final placements process, is signed out of the process.



## Video Conferencing Facility

The Institute is equipped with a state-of-the-art, in-house two-way video conferencing facility. The facility can be used for conducting selection processes if visiting the campus is not feasible for recruiters (especially in case of international recruiters). The facility has been used in the past, and recruiters have expressed pleasure with the quality of interaction.

In case you would like to avail this facility, please let us know, and we will be pleased to offer our assistance in this regard.

## RECRUITMENT FEE STRUCTURE FOR PLACEMENTS 2014-15

IIM Kozhikode charges companies participation and recruitment fees that are dependent on the type of the placements process (Laterals/Finals), the offer (Foreign/Indian), and the number of recruits. The amount shall be communicated to companies directly by the Placements Office. IIMK being an educational institution wholly financed by the Government of India, is exempted from income tax under section 10 (23c) (iii ab) of the I.T. Act and therefore no tax need be deducted at source during the payment of the fees

# Placements Calendar 2014-15

## **SUMMER PLACEMENTS (October 2014)**

### **WHAT**

An eight-nine week long internship at the organization provides students and organizations a mutual learning opportunity.

### **HOW**

**Step 1** (September, 2014 1st week onwards)

Companies make a PPT outlining the various roles/projects on offer during summers.

**Step 2** (September, 2014 last week onwards)

Based on students' preference, the company's slot is confirmed by the Placements Committee. Resumes of interested candidates are sent to the company, and thereafter the shortlists are provided.

**Step 3** (October, 2014 2nd week onwards)

Companies arrive on campus and after conducting their selection process, make offers to the students according to the manner prescribed for their slot.

**Step 4** (April, 2015 to June, 2015)  
Students undertake their internship lasting 8-9 weeks.

**Step 5** (June, 2015 to November, 2015)

Companies can offer PPOs during this time period, the acceptance of which shall be communicated at the end of Final Placements.

## **LATERAL PLACEMENTS (December 2014)**

### **WHAT**

An avenue for companies to recruit students with substantial relevant work experience. The company can specify the candidates who they wish to interview.

### **HOW**

**Step 1** (November, 2014 2nd week onwards)

The company makes a PPT to the students interested and eligible to participate in the process.

**Step 2** (December, 2014 2nd week)

Resumes of interested candidates are sent across to the company, which then reverts with a shortlist.

Companies conduct interviews in campus, at the end of which offers are made to candidates. Candidates must decide on acceptance before the company leaves campus.

**Step 3** (December, 2014)

Final acceptance of the offers are communicated to the company.

**Step 4** (April, 2015)

Students who have finally indicated their acceptance of the company's offer are available to join work from April.

## **FINAL PLACEMENTS (January 2015)**

### **WHAT**

Final Placements is an avenue for companies to pick future business leaders from the richest management talent pool in the country.

### **HOW**

**Step 1** (November, 2014 2nd week onwards) The company contacts the Placements Committee, schedules a date and makes a PPT to the students interested and eligible to participate in the process.

**Step 2** (December, 2014)

The resumes of interested candidates are sent to the company. The company in turn reverts with a shortlist. The company's slot in the placement process is confirmed by the Placement Committee. The slot is determined by the students with the help of a democratic slotting process.

**Step 3** (January 2015, 2nd week onwards)

The placement process begins. Selection processes of various participating companies are organized by slot. Recruitment processes of companies in the same slot progress in parallel.

**Step 4** (April, 2015)

Final acceptance of the offers is communicated to the company, and the students are available to join work from April.

# Compendium of Recruiters

Airtel  
Akzo Nobel  
Amazon  
Ambuja Cements  
American Express  
Amul  
Asian Paints  
Axis Bank  
Biocon  
Bosch  
Britannia  
Capgemini  
Castrol  
Citi Bank  
Colgate Palmolive  
CBC  
Dabur  
Dr. Reddy's  
Deloitte  
Deutsche Bank  
Droege Group  
Dun & Bradstreet  
Edelweiss  
Electrolux  
Ernst & Young  
Escorts  
Essar Group  
EXL  
Fermenta  
Facebook  
FINO  
Firstsource  
Flytxt  
Flipkart  
Ford Motors  
Franklin Templeton  
Freudenberg  
Futures First  
Gallup Consulting  
Gargash Insurance  
GE Money  
GECF  
Genpact  
Godrej & Boyce  
Goldman Sachs  
Google

GSK Pharma  
HCCB  
Heinz  
HSBC  
HUL  
HCL  
Hewlett- Packard  
ICRA  
Irevna  
ITC  
ING Vysya  
Ingersol Rand  
Jagran  
Jindal Steel  
J&J  
Jones Lang Lasalle  
JPMC  
JRG Securities  
Kalki Tech  
Kadence International  
Kellogg's India  
Keynote  
Kotak Mahindra Bank  
KPIT  
KPMG  
Kurt Salmon Associate  
L&T  
L'Oreal  
Lafarge  
LD Commodities  
LEK Consulting  
Lighthouse  
Macquaire Capital  
Madura F&L  
Mahindra & Mahindra  
Manipal Group  
Marico  
Maruti Udyog Ltd.  
Max New York Life  
McKinsey & Company  
Mediaturf Worldwide  
Metlife  
MicroLand  
Microsoft  
Mimo Finance  
MindTree Consulting

MNYL  
Morgan Stanley  
Mother Dairy  
Mphasis  
Mu Sigma  
Mudra Group  
Murugappa Group  
MXV Consulting  
Naandi Foundation  
National Stock Exchange  
NCDEX  
NDTV  
Nestle  
Netscribes  
NIIT  
NMC Healthcare  
Nomura  
O3 Capital  
Ocwen Financial Corp.  
Ogilvy & Mather  
OLAM International  
Oliver Wyman  
Omnitech  
Paramount  
Patni Computers  
Pepsi  
Pfizer  
Pidilite  
Polaris Software  
Power Finance Corp.  
PwC  
P&G  
Ramky Group  
Raymond  
Reckitt Benckiser  
Reliance Capital  
Reliance Industries Ltd  
Royal Bank of Scotland  
RPG Group  
SAIL  
SAP Labs  
SAB Miller  
SBI Capital Markets  
SEBI  
Share Microfinance  
Siva Group

Software Associates  
Sony Entertainment  
Standard Chartered  
State Bank of India  
Stern Stewart & Co.  
Suvira Energy  
Syntel  
TAS  
Tata Motors  
Tata Steel  
Tata Capital  
TCS  
Tech Mahindra  
Telcon  
TERI  
Texas Instruments  
Thomas Cook  
Titan  
Tolaram  
Trilogy Software  
TVS Logistics  
UB Group  
Union Bank of India  
Usha International  
UTI Bank  
Vandana International  
Viacom  
Videocon  
VIP  
Vistasoft  
Wipro Technologies  
WNS  
Yes Bank  
Zee Learn  
Zynga



ARISE ARJUNA!

# Other Avenues of Engagement

## Speaker Participation

The seminars and management conclaves provide students with a platform to learn from industry's thought leaders and experienced practitioners. Students are assured of a rich one-to-one interaction with the top managers of the country. Companies benefit from a close interaction with students and assess them as potential employees. Interaction with top management executives can be arranged at the company's convenience.

## Live Projects

Live projects are another avenue through which companies can make their presence felt on campus. Students engage in such projects along with their daily curriculum activities. The duration ranges from three weeks to three months and is on a stipend basis. It is a mutually beneficial association as the companies get business critical projects done and students also gain industry experience without having to visit the premises of the company. There is a thorough process of feedback and ratings to judge the performance of the candidates.

## Workshop

Companies conduct a range of workshops on campus. These interactions are stimulating for all parties involved and provide a platform for an exchange of ideas. Typically held on weekends for 3-4 hours, they involve participative learning methods like games, live demonstrations and simulations. Lectures by

highly experienced and very senior top management are commonly held and widely appreciated by students. Workshops provide companies a forum to interact with students at a much deeper level.

## Corporate Events

Following are a few industry events that happen at IIM Kozhikode.

- Mahindra War Room
- HUL LIME
- Citi Women Leader Award
- FLIP National Challenge
- JPMC Deal
- JPMC Analyst Workshop
- Cognizant CXO Case Challenge
- TCS CaseWiz
- JPMC Winning Women Mentorship Program
- Deloitte Maverick
- Unilever Unplugged
- Sony Entertainment Television Media Moguls
- Airtel iCreate
- L'Oreal Brandstorm
- Godrej LOUD
- TBLA
- ITC Interrobang
- Philips Blue Print
- Reckitt Benckiser Durex Case Study
- RPG Blizzard
- Asian Paints Canvas
- Wipro Earthian

## Industry Scholarships

IIM Kozhikode is open to partnering with corporates on their Corporate Social Responsibility initiatives. To that end, companies institute scholarships that reward academic brilliance, sportsmanship, literary verve, and in many cases, overall abilities of a student. These scholarships underline an organization's strong commitment to associate with the Institute. As a direct consequence, there is increased respect for the organization as a whole amongst the entire student community.

## Event Sponsorship

The IIM Kozhikode campus hosts a large number of seminars and events drawing participation from B-Schools in India and abroad. In addition to the flagship events – Horizons (the annual management conclave) and Backwaters (the annual management festival) – various domain specific seminars are held throughout the year. Companies associate with these events according to their line of business and inclination to increase corporate awareness across B-School campuses. Sponsorships assure companies of high visibility in the media for the events, boosting brand recall.





## Our Alumni... making a mark in the Corporate World

Abhishek Anand Bhagat  
Abhishek Bhagat  
Abhishek Dhawan  
Aditya Gahlaut  
Amardeep Singh Chahal  
Amit Sahai Kulshrestha  
Anand Narayanan  
Ananta Dutta  
Arjun Chakrapani  
Arindom Datta  
Bhaskar Prasad  
Chandrika Khaspa  
Girish Kathpalia  
Hiren H Dasani  
Jayesh Jagasia  
Manda Srinivas  
Manish Mainik  
Munir Suri  
Navneet Kumar Jhamb  
Nitin Bhat  
Prakhar Jain  
Prashant Gulati  
Rajshri Chakrabarthi  
Ramanathan  
Thirunavukkarasu  
Ranjay Kumar Bose  
Sachin Sham Borkar  
Sameer Ajay  
Shweta Rastogi  
Siddhartha Shukla  
Sugata Nag  
Sunil Srinivasan  
Udayan Banerjee  
Venugopal Tanjore  
Vishal Rastogi

Managing Director  
Director  
Director – Financial Market Services  
Head – Small and Medium Enterprises (SME)  
Senior Business Director  
Director – Investment Banking  
Vice President, Marketing  
Vice President  
Director  
Senior Director  
Vice President  
Associate Director  
Head – PMO, Global Finance Operations  
Executive Director  
Managing Partner  
Director – Finance & Accounting Operations  
Director  
Vice President  
Head of Retail Operations  
Global Hiring & HRSS Leader  
Director – Pre Sales Consulting  
Regional Manager- West  
Assistant Vice President  
  
Director – Financial Market Services  
General Manager  
Vice President  
Associate Director  
Director  
Director – Corporate Finance  
Vice President – Credit Risk  
Director  
Senior Director & Head Operations  
Director  
Associate Partner

Elara Capital  
Bank of America  
Standard Chartered  
HSBC  
Becton Dickinson Holdings  
Yes Bank  
Beroe Inc  
HDFC Bank  
Deutsche Bank  
Rabo India  
Citibank  
UBS  
HSBC Global Resourcing  
Goldman Sachs  
Sewells Group  
United Health Group  
Credit Suisse  
Walmart  
Fidelity Worldwide Investments  
Genpact LLC  
Oracle Financial Services  
AkzoNobel India Ltd  
Citibank  
  
Standard Chartered  
HCL Technologies  
Axis Bank  
KPMG  
Standard Chartered  
Yes Bank  
Axis Bank Ltd  
SAP India  
Fidelity Worldwide Investments  
Oracle India  
IBM GBS



# Entrepreneurial Ventures

Aakash Goel  
Alpana Dhole  
Amarpreet Kalkat  
Anshul Gupta  
Avik Roy  
B. Rajesh Kumar  
Jimmy Jain  
Krishna Swamy A.  
Manoj Agarwal  
Mohit Malik  
Mukesh Kumar H. Gurbani  
Nagesh Banchor  
Narasimhan C. Balakrishnan  
Neel Kothari  
Pratik Chowdhury  
Pritam Roy  
Ridhi Agarwal  
Rohit Thomas Koshy  
Sahil Jain  
Samarth Wadhwa  
Sarit Guha Thakurta  
Simon Jacob  
Siva Cotipalli  
Vikhyat Shrivastav

Learnbiz Simulations  
Elementsys  
Ciafo/Frrole  
Pro Avenues  
Access Distribution India  
FACE  
Sequel Consulting  
Yellow Foods and Konfidence  
Giftxoxo  
Anoova Consulting  
Nimoto Solar  
ProC Education  
Radiare Software Solutions/Entrepreneur  
WoodIdea  
Grapheme/Oliveplay  
Entrepreneur - Ravisa Infomedia  
Xelf  
Learnbiz Simulations  
REMAX Dineout  
SunBazaar  
Advait Energy  
CampHire, Below the Line  
Dhanax Information Services  
Groffr



# Getting to Kozhikode

## Location

Kozhikode (also called Calicut) is the third-largest city in the state of Kerala. The capital of the erstwhile Malabar district, Kozhikode city is the headquarters of the Kozhikode district. A melting-pot of diverse cultures, Kozhikode is an important trade centre in south India, associated for long with trade in spices and silk. Today, Kozhikode is famous for its palm-fringed beaches, tropical forests, and Ayurvedic therapy. You can plan on extending your stay if you wish to tour other parts of Kerala.

## Travel

Kozhikode is well connected by air, rail and road to major cities in India. Indian Airlines, Spice Jet and Jet Airways have frequent flights from Delhi, Bangalore and Mumbai to Kozhikode International Airport. Cochin International Airport is a 4-hour drive from Kozhikode. Alternately, Cochin and Kozhikode are connected by direct flights.

Kozhikode International Airport is connected by daily direct flights to major cities in the Middle East.

## Stay

We would be delighted to to arrange for your accommodation at the guest houses on campus, depending on the availability of rooms. Otherwise, with the Gateway Hotel-Taj Group, Kadavu Resort, ITC Westway Hotel, and Kappad Beach Resort among our hospitality partners, we are sure you will enjoy a pleasant and comfortable stay during your visit. In this case, we would arrange for transport between the hotel and the Institute.



# PLACEMENTS COMMITTEE DETAILS

## Faculty Placements Committee



**Prof. A.F. Mathew**  
Chairperson



**Prof. Saji Gopinath**



**Prof. Kulbhushan Balooni**



**Prof. Rajesh Srinivas Upadhyayula**



**Prof. Rahul Kumar Sett**



**Prof. Joshy Joseph**



**Prof. Shovan Chowdhury**

## Placements Office



**Mr. Raghupathy Hari**



**Mr. Dinesh K.C.**

## Students' Placements Committee



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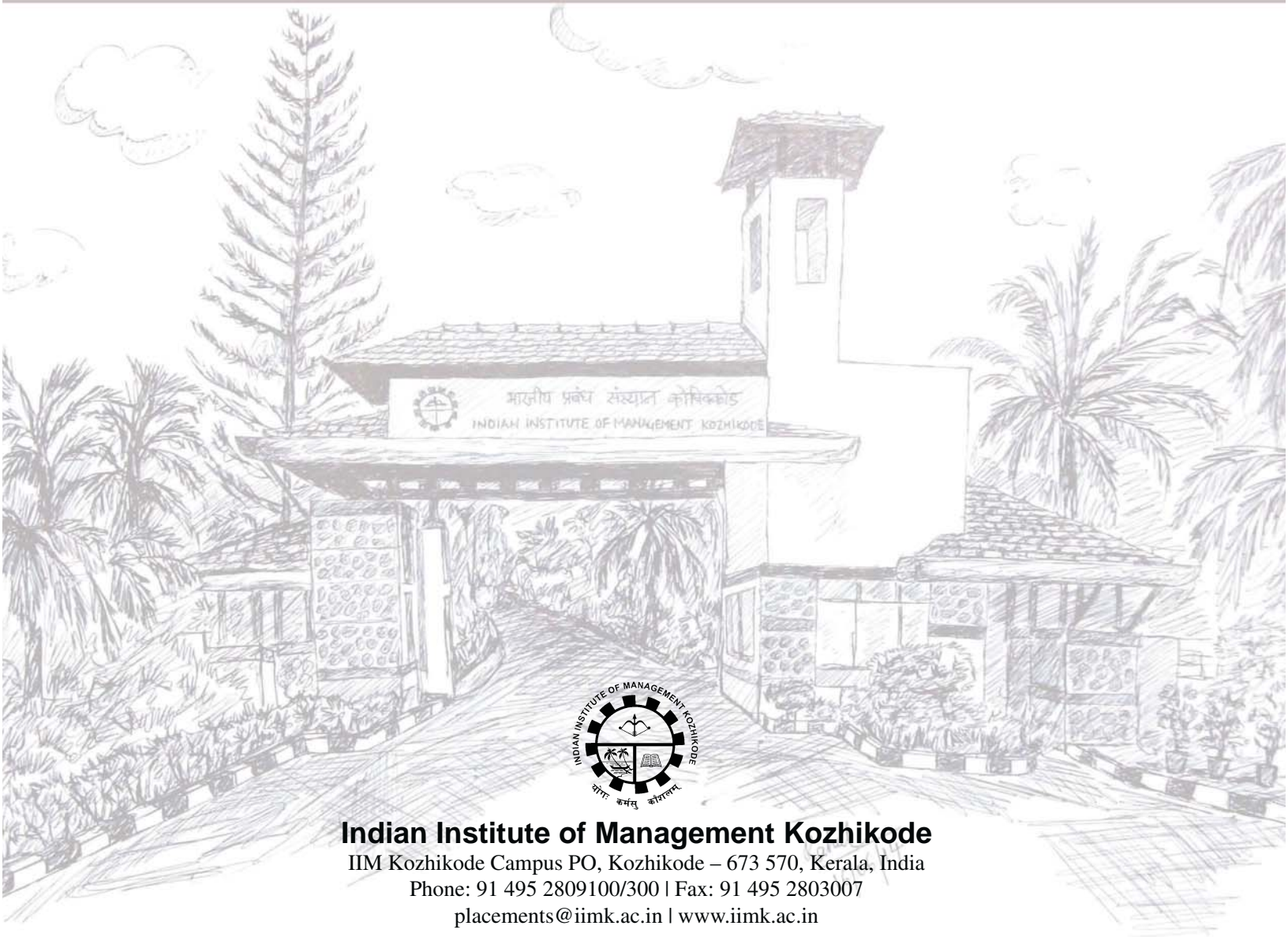
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