



भारतीय प्रबंध संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli  
(An Autonomous Institute under Ministry of HRD, Government of India )  
Tiruchirappalli - 620 024, Tamil Nadu, India

**PRESS RELEASE**  
**21<sup>st</sup> December, 2020**

## **IIM Tiruchirappalli inaugurated the first batch of Post Graduate Certificate Programme in Business Analytics and Applications (PGCBAA)**

IIM Trichy inaugurated the first batch of the **Post Graduate Certificate Programme in Business Analytics and Applications (PGCBAA) on 20<sup>th</sup> December 2020**. The one-year long programme will be offered in a device-to-device mode in association with our delivery partner, Jaro education. The PGCBAA program is designed to help working professionals to learn the required skills and knowledge for asking meaningful questions, addressing it with analysis of data, and finally make decisions with insights gained from the analysis. The programme provides a framework for transforming data into business acumen to create an effective business decision making process.

Dr. Godwin Tennyson (Director i/c, IIM Tiruchirappalli), Dr. Satish Maheswarappa (Chairperson, Executive Education & Consulting and Programme Director, PGCBAA), Dr. Gajanand M.S. (Programme Director, PGCBAA), Dr. Sanjay Salunkhe (CEO, Jaro Education), faculty members of IIM Trichy and 131 students of the PGCBAA programme participated in the inaugural event.

**Dr. K. Ganesh (Senior Knowledge Expert and Global Lead - Manufacturing & Supply Chain Center of Competence, McKinsey & Company, Inc.) was the Chief Guest and Mr. Kumar Alagappan (Senior Director, Data Science & Customer Analytics, Hewlett Packard Enterprise) was the Guest of Honour.**

During his inaugural address, Dr. Ganesh highlighted the need for professionals with a capability to apply analytics in business. He gave excellent coverage on important aspects such as the post COVID-19 impact on business and how organisations have transformed to integrate analytics in the decision-making process.

Mr. Kumar Alagappan, in his address, shared his experience on transitioning into the field of analytics. He highlighted the need for understanding the business, the requirement of customers and the importance of the human element in using analytics for making decisions.