

Inauguration of the 5th Batch of the Post Graduate Certificate in Business Analytics and Application (PGCBAA)

Indian Institute of Management Tiruchirappalli inaugurated its 5th batch of post-graduate certificate programme in business analytics and application (PGCBAA) on 4th June, 2023. Shri. Alok Jagdale, Senior Director – Analytic Consulting, FICO, was Chief Guest for the event. Dr. Sanjay Salunkhe, Chairman & MD, M/s Jaro Education, Prof. Anirban Som, Prof. Vinu CT, and Dr. Karthik Dhandapani, Member – EEC committee also attended the inauguration ceremony.

Shri Alok Jagdale, the chief guest, spoke about the domains covered in the PGCBAA course and how to analyze data in each field to help improve decision-making in complex situations. He talked about the role of analytics in making more informed and data-driven decisions. He also stated that one of the critical aspects in analytical decision-making is choosing the correct algorithm among the sea of available algorithms as well as data quality which impacts algorithm-aided decision-making. He further spoke about the use of AI and ML in creating decision-making models. He concluded by discussing the ethical use of AI and machine learning while developing models to avoid bias and discrimination in data-driven solutions.

Dr. Sanjay Salunkhe spoke about the importance of focusing on all management fields for effective decision-making at a senior management level. He further added that in today's fast-paced world, it is essential for one to be a perpetual learner and understand the importance and value of human capital.

Prof. Vinu CT introduced the programme structure and its demographics. He stated that the programme would help participants in finding solutions to complex industry problems and creating effective and successful networks. The 5th batch has a strength of 106 participants with an average work experience of over five years, with professionals from companies like TCS, Amazon, ITC Infotech, Deloitte, and Accenture.

Dr. Karthik Dhandapani briefly discussed the importance of executive education and consulting. He listed the various programs offered by IIM Tiruchirappalli on the executive education front and wished the participants the best in all their future endeavours.

Prof. Anirban Som concluded the event by thanking all the dignitaries for their presence and the speakers for their profound insights. The event concluded with the national anthem.