



Step Into  
**Senior**  
**Leadership**  
with Strategic  
Clarity

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Post Graduate Certificate in

# **Senior Management Programme**

**IIM Tiruchirappalli**

Marketing Partner

**jaro education**

## ABOUT IIM TIRUCHIRAPPALLI



Features among the Top 2% of Business Schools globally



among IIMs in  
NIRF India Ranking  
2025



in NIRF India Ranking  
2025 (Overall Management  
Category)



BT-MDRA India's  
Best B-Schools  
2024



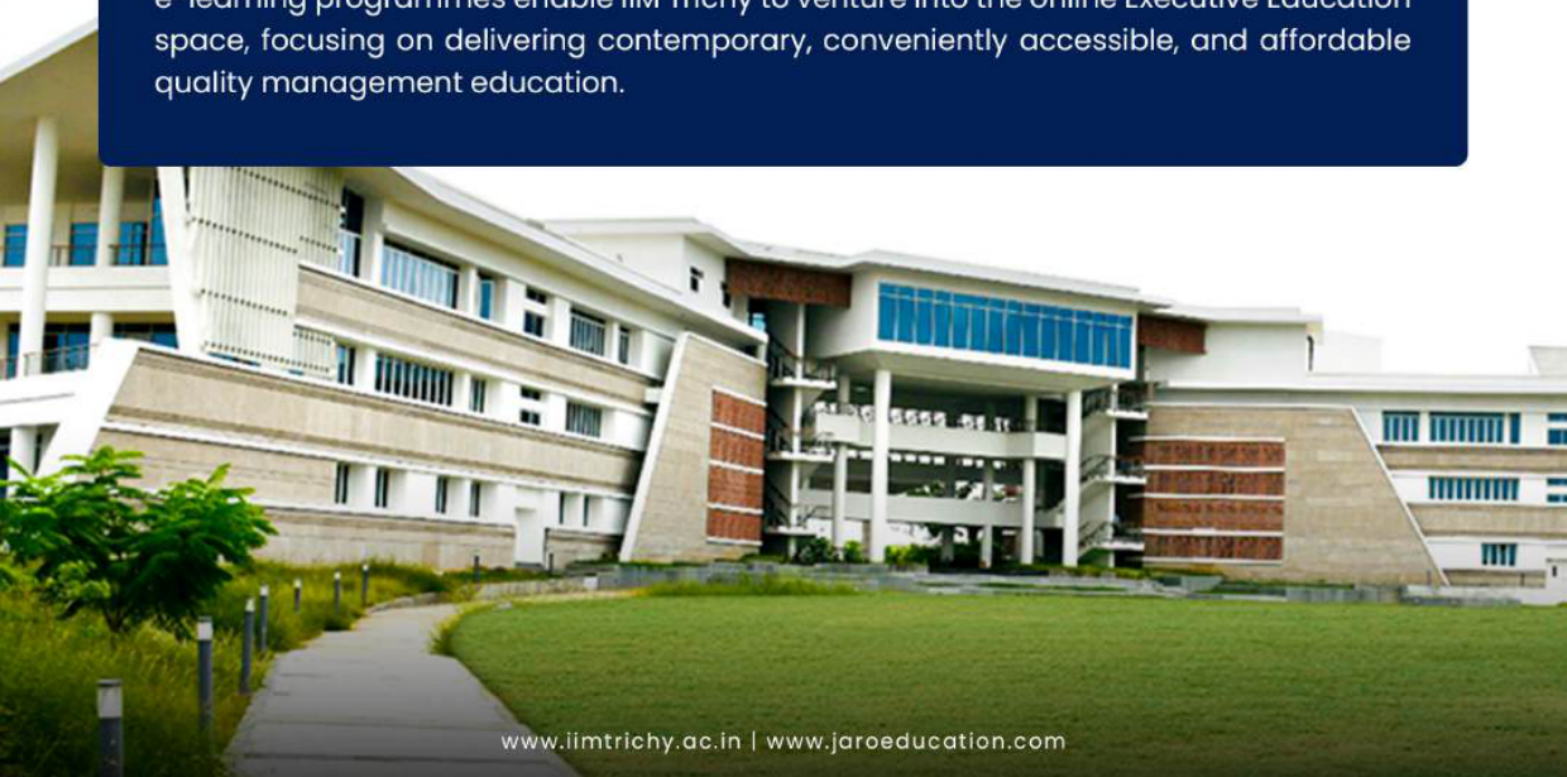
among top B-schools  
in MBA Universe.com  
Ranking 2024

Established in 2011, the Indian Institute of Management Tiruchirappalli (IIMT) is among the fastest-growing second-generation IIMs, featuring a state-of-the-art campus spread over 175 acres in Tamil Nadu. The institute has earned its reputation as a premier management institution, dedicated to creating and disseminating management knowledge. IIM Trichy boasts 54 faculty members with strong academic and industrial experience.

Faculty members hail from leading management educational institutions in India, such as IIMs and IITs, as well as esteemed foreign universities. The institute offers a range of programmes, including its flagship Post Graduate Programme in Management (PGPM), Post Graduate Programme in Human Resource Management (PGPM-HR), Post Graduate Programme in Business Management (PGPBM) for working professionals, and the Doctoral Programme in Management (DPM).

The institute's commitment to excellence is reflected in its accreditations. IIM Trichy holds the prestigious accreditation from the Association of MBAs (AMBA) and is a member of the Association to Advance Collegiate Schools of Business (AACSB), underscoring its adherence to global standards in management education.

The Executive Education and Consultancy (EEC) Centre furthers IIM Trichy's mission to reach aspiring executives, considering their time and location constraints. These e-learning programmes enable IIM Trichy to venture into the online Executive Education space, focusing on delivering contemporary, conveniently accessible, and affordable quality management education.





**PROF. GODWIN TENNYSON**

**The Director in Charge,  
Indian Institute of Management Tiruchirappalli**

Indian Institute of Management Tiruchirappalli (IIMT), established in 2011 as the 11<sup>th</sup> IIM by the Government of India, has successfully completed 15 years of growth and excellence. Located in Tiruchirappalli—a city renowned for its rich cultural heritage and evolving educational ecosystem—the Institute operates from its state-of-the-art 175-acre campus. IIM Tiruchirappalli also has a satellite campus at Chennai.

With a mission to nurture a dynamic learning environment that creates and disseminates knowledge of global standards, the Institute has grown from an initial intake of 84 students to a vibrant community of over 1200 learners through diverse programmes such as: Post Graduate Programme in Management (PGPM), Post Graduate Programme in Management - Human Resources (PGPM - HR), Post Graduate Programme in Business Management (PGPBM), Doctoral Programme in Management (DPM) and Executive Doctoral Programme in Management (EDPM).

The Executive Education & Consulting (EEC) activity plays a significant role in industry engagement through its wide range of management development programmes, short- and long-duration programmes, blended learning programmes, faculty development programmes, and e-learning initiatives, aimed at enhancing managerial competencies. Thousands of participants have been trained and several hundred are currently getting trained to impart management education through the programmes offered by the EEC.

IIMT emphasizes continuous learning as the foundation for value creation and leadership development. The institute is transcending to newer heights and continuous learning is the foundation for better value creation; IIMT aspires to instill in its students and executive education participants an unceasing desire to learn. Through a carefully designed curriculum, we shape our students and executive education participants as future leaders with a deeper understanding.

The post graduate programmes at IIMT leading to MBA degree are all accredited by AMBA, which places the institute among the top 2% of the global business schools. IIM Tiruchirappalli is also consistently ranked among the top B-schools in the country. The Institute's key strength lies in its distinguished faculty and dedicated non-teaching staff, who combine academic rigor with innovative pedagogy while instilling strong values. IIMT fosters a culture of inquiry, critical thinking, and high-quality research, supported by a well-equipped Learning Resource Centre that enables the creation of globally relevant knowledge.

IIM Tiruchirappalli continues to expand its academic and industry collaborations at national and international levels. Initiatives such as 'Make a Difference' further reinforce its commitment to social responsibility and nation-building.

As the Institute advances on its growth trajectory, it remains committed to its vision of emerging as a leading global management institution with a significant impact on business and society, while inviting all stakeholders to be part of this transformative journey.





### **PROF. ANIRBAN SOM**

**Associate Professor in Marketing  
IIM Tiruchirappalli**

Dr. Anirban Som is an Associate Professor in Marketing at IIM Tiruchirappalli. He completed his PhD at Bond University, Australia, and earned his M.Sc. (Business) from the National University of Singapore. He holds an MBA degree from the ICFAI Business School (Hyderabad campus), India. After completing his MBA, he worked at HCL Infinet Ltd., India.

His areas of academic interest include consumer behavior, judgment and decision-making, and brand crisis management. Dr. Som has published research articles in FT-50 listed journals such as the Journal of Business Ethics (JBE) and in ABDC-listed top-tier journals, including the Journal of Business Research (JBR), International Journal of Research in Marketing (IJRM), and the Australasian Marketing Journal (AMJ).

He has presented research papers at several leading international conferences, including the Australia & New Zealand Marketing Academy Conference, European Association for Consumer Research Conference, MARCON – IIM Calcutta, Association for Consumer Research (ACR) Asia Pacific Conference, and Association for Consumer Research (ACR) North America.

Dr. Som currently teaches doctoral- and MBA-level courses in the marketing area at IIM Trichy. He has also served as Programme Director and Course Instructor for several Management Development Programmes conducted for leading corporations.

As Chairperson (International Relations), he is responsible for developing academic collaborations with foreign universities for student exchange, faculty exchange, and joint research initiatives. He has received several scholarships and awards, including a Dean's Scholarship at Bond University and an AUD 5,000 research grant for research excellence. He was also awarded the NUS Research Scholarship for his master's studies at the National University of Singapore.

Dr. Som enjoys interacting with people and is an avid follower of sports such as cricket, soccer, and table tennis.



### **PROF. SIVAKUMAR S.**

**Associate Professor  
Operations Management & Decision Sciences  
IIM Tiruchirappalli**

Prof. Sivakumar S. is an Associate Professor in OM & DS Area at IIM Tiruchirappalli. He brings a blend of an outstanding academic and professional track record, high-quality research publications and rich consulting and industry experience. He holds a bachelor's degree in Mechanical Engineering from NIT Trichy and a Post Graduate Diploma in Management from IIM Bangalore. He is a doctoral fellow of IIM Bangalore in the area of Production and Operations Management. He was the winner of SAP Labs merit scholarship during his doctoral program at IIM Bangalore. He was also the winner of the Director's merit list (DML) award for his academic performance at both the doctoral level and post-graduation level at IIM, Bangalore.

He has an industry work experience of 14 years with Wipro Technologies, including 7 years of experience in Europe and USA. During his professional career, he played diverse roles in solution design & consulting, delivery operations, project management, account management, mining sales, domain competency development, and corporate training. He has been a recipient of the Best People Manager award, Best Project award, and Best Process Change award from the Chairman of Wipro.

He specializes in consulting on business process re-engineering, quality & process improvement, supply chain and cost optimization, service system design & management, and Industry 4.0 implementations. His consulting portfolio includes a large UK-based technology firm, a global information services company, a leading UK-based global financial services company, a leading US-based global airline company, and several leading media & DTH companies. He has also consulted for an India-based polypropylene bag manufacturer and a leading windmill manufacturing company.

## FUNCTIONAL TO GENERAL MANAGEMENT – A PARADIGM SHIFT

Moving from a functional role to a general management position embodies a paradigm shift in terms of duties, obligations, aims, and targets. This change signifies a substantial advancement in leadership and responsibility, involving the supervision of various functional areas. It demands a fundamental change in how one approaches attitude, viewpoint, mentality, and cognitive processes.

Functional Management Role	General Management Role
Knowledge and proficiency in area of education, training, & expertise	Working knowledge of diverse functional areas beyond education, training, & expertise
Narrow, practical, & functional perspective	Broad, enterprise-wide, strategic perspective
Short-term – “can we do it” – functional strategy	Longer term – “will it be profitable” – business strategies
Hands-on troubleshooting & problem solving	Trust; coaching others through crisis
Competitive attitude towards peer functions	Appreciation for the contributions of each area of the business/organisation
Minimising conflict within the team; emphasising harmony & consensus	Valuing diverse organisational viewpoints; and constructively manage conflicts



Like all transitions, successfully making the leap to a senior or general management role requires aspirants to let go of or stop using skills and values that were important for their success in their previous role but are now inappropriate for the new position. It also necessitates preserving, modifying, and upgrading existing skills and competencies, as well as learning and adding new skills.

# Essential Skills for Senior Management and Leadership Roles

Stepping into a senior management or leadership role is not just about handling greater responsibilities—it's about influencing direction, driving results, and leading people through change. Success at this level hinges on a unique blend of personal attributes and professional competencies.

While leadership and management often overlap, both rely on critical capabilities such as planning, decision-making, communication, and the ability to manage time and teams effectively.

Here are the eight essential skills every senior leader must master:





## Transformative Learning

- Fresh perspective
- Strategic Insights
- Innovative thinking

## Managing Change

- Disruption
- Adoption
- Sustainability

## Enhanced Business Acumen

- Business worldview
- Cross-functional knowledge
- Inter-departmental linkages

## Cultivating Executive Presence

- Communicate
- Inspire
- Mentor

## Leadership Skills

- Self-awareness
- Team-building
- Conflict management

## Creating Value

- Integrate functions
- Apply tools
- Implement solutions

Management education helps overcome career inertia and accelerates career development. A contemporary general management education can help senior executives acquire a strategic perspective, gain relevant knowledge, develop new skills, forge stronger relationships, and foster creativity and self-confidence. This will help them leverage new opportunities and create exceptional value for their organisations.



## Programme Overview

In today's high-stakes business environment, senior management is defined by the quality of decisions—not titles. The Post Graduate Certificate in Senior Management Programme by IIM Tiruchirappalli is designed for professionals who want to strengthen their management judgement, strategic perspective, and cross-functional effectiveness.

The programme builds deep managerial capability across core business functions, enabling participants to think systemically, manage complexity, and align decisions with organisational outcomes. With a strong focus on practical frameworks and contemporary management challenges, it equips professionals to operate with confidence, clarity, and impact at the senior management level.

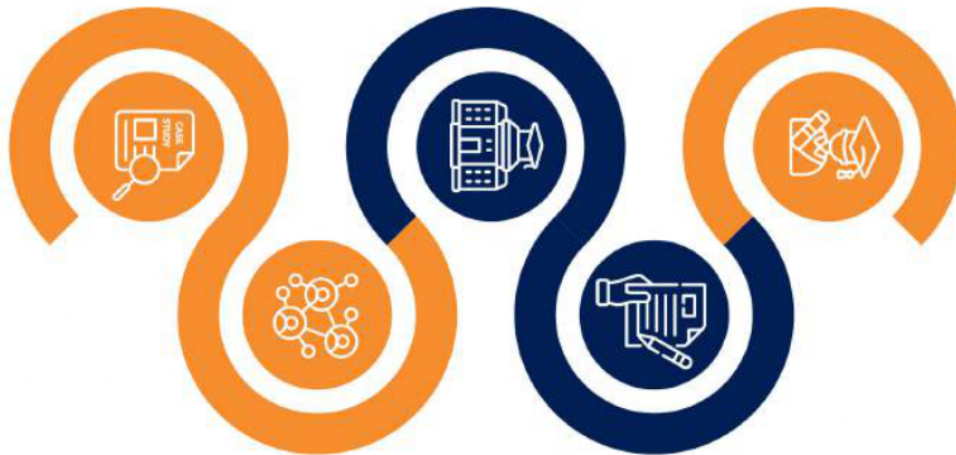


## Programme Highlights

Focus on Real  
Business Use Cases

Campus Immersion  
Module of 3 Days

Executive Alumni  
status - IIM Tiruchirappalli



Peer-Learning &  
Networking Opportunities

Contextually Designed  
12-Month Programme

## KEY LEARNING OUTCOMES

Build a strategic understanding across core management functions

Develop interdisciplinary thinking and leadership capability

Lead with creativity and innovation in dynamic organisations

Gain insights into contemporary business challenges and competitiveness

Make confident decisions in complex, unstructured business situations using design thinking

The programme comprises foundational courses (Modules I - V) to understand the fundamentals of management and advanced courses (Modules VI, VII, and campus module) that focuses on leading the organisation.

### Module I

#### 1. Organisational Behaviour

- ▶ Foundations of organisations
- ▶ The organisation, environment and design elements
- ▶ Understanding individual employees
- ▶ Understanding groups and teams

#### 2. People Management

- ▶ Strategic alignment of HR
- ▶ Talent management & succession planning
- ▶ Diversity, Equity, Inclusion & belongingness
- ▶ HR analytics

#### 3. Analytics for Business

- ▶ Descriptive statistics for managerial decisions
- ▶ Data visualisation
- ▶ Managerial decisions using regression
- ▶ Prescriptive analytics - interpretation and insights
- ▶ Multi-criteria decision making



## Module II

### 4. Macroeconomics

- ▶ Output – The fundamentals of GDP Accounting
- ▶ Aggregate demand and aggregate supply – the basic framework
- ▶ Aggregate Demand – the role of stabilisation policies (Fiscal)
- ▶ Aggregate Demand – the role of stabilisation policies (monetary)
- ▶ Aggregate Supply – the role of expectations
- ▶ Money – its effect on interest rates, exchange rates and inflation
- ▶ Exchange Rates – the balance of payments statement
- ▶ Exchange Rates – implications of an open economy

### 5. Financial Reporting and Analysis

- ▶ Three financial statements – use of cash flow statement
- ▶ Link between cash flow statement, balance sheet and profit and loss account
- ▶ Using balance sheet and profit and loss account
- ▶ Using ratio analysis for performance measurement and planning
- ▶ Assessing financial health of a company

## Module III

### 6. Leading Team for High Performance

- ▶ Leadership in high performance teams
- ▶ Identifying your leadership style
- ▶ Understanding leadership from topdown approach
- ▶ Decision making in high performance teams
- ▶ Experiencing the six hats method
- ▶ Feedback in high performance teams
- ▶ Giving and receiving feedback
- ▶ Experiencing the mindfulness
- ▶ Technique of receiving negative feedback



## 7. Leadership and Change Management

- ▶ Understanding the psychology of change
- ▶ Organisation development - overview and process
- ▶ Decision making in times of change
- ▶ The build-up for change
- ▶ Challenges in implementing change

## 8. Marketing Foundations

- ▶ Introduction to marketing and concept of value
- ▶ Integrating organisational strategy and business ecosystem into marketing
- ▶ Analysing consumer buying behaviour and assimilating to marketing decisions
- ▶ Deriving competitive advantage through strategic segmentation, targeting, and positioning
- ▶ Value creation through product/service and brand
- ▶ Capturing value through strategic pricing
- ▶ Delivering value in the omnichannel environment
- ▶ Communicating value in an integrated world

## Module IV

## 9. Information Technology and Business

- ▶ Understand the relevance and importance of IT for an organisation
- ▶ Explore the relationship between IT and business strategy and its strategic relevance
- ▶ Managerial overview of emerging ITs such as internet of things, artificial intelligence, Blockchain, digital platforms and augmented reality
- ▶ Ethical and social issues of IT

## 10. Operations and Supply Chain Management

- ▶ Driving operations excellence & strategic fitment
- ▶ Supply chain management & strategy Strategic sourcing
- ▶ Supply chain risk & resilience management
- ▶ Business process re-engineering & excellence
- ▶ Industry 4.0

## Module V

### 11. Corporate Finance

- ▶ Time value of money
- ▶ Techniques of investment decisions capital
- ▶ Budgeting
- ▶ Capital structure decisions
- ▶ Working capital management

### 12. Strategic Management

- ▶ What is strategy?
- ▶ Industry analysis
- ▶ Value chain analysis
- ▶ Business models
- ▶ Corporate advantage

## Module VI

### 13. Marketing in Digital Era

- ▶ Introduction to marketing in digital era
- ▶ Digital business models and online consumer behaviour
- ▶ Understanding consumer journey and consumer mapping
- ▶ Inbound marketing: content marketing
- ▶ Inbound marketing: search engine optimisation
- ▶ Inbound marketing: google ads and search engine marketing
- ▶ Inbound marketing: social listening and social media marketing
- ▶ Online brand and reputation building

### 14. Digital Transformation

- ▶ Introduction to digital transformation
- ▶ Building digital/leadership capabilities for digital transformation
- ▶ Phases of digital transformation – case
- ▶ Disruptive business models

## 15. Negotiation Essentials

- ▶ Introduction to negotiations and negotiation tactics
- ▶ Distributive negotiations
- ▶ Win-win negotiations

## Module VII

## 16. Innovation and Design Thinking

- ▶ Overview of design thinking process
- ▶ Mindsets and techniques for empathising with the user  
defining/redefining problem statement from point of view of customer
- ▶ Ideation triggers and brainstorming techniques
- ▶ Iterative prototyping and testing
- ▶ Embedding design thinking as an organisational capability

## 17. Intellectual Property Rights Management

- ▶ Introduction to intellectual property rights
- ▶ IP rights and business value
- ▶ Business strategy, technology strategy and IP strategy
- ▶ Short overview of strategies and techniques for managing IP rights of the business
- ▶ New product development and IP rights, Product life cycle and IP rights

## 18. Building a Sustainable Business

- ▶ Opportunities and challenges in driving social performance
- ▶ Leveraging ESG performance for competitive advantage

## Campus Module

- ▶ Strategy Capstone Simulation

## PROGRAMME DETAILS

Duration	1 Year   171 Hours of Learning
Mode of Delivery	Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone.
Campus Immersion	One campus visit for 3 days at IIM Tiruchirappalli campus (Mandatory)
Session Timings	Online classes will be conducted every Sunday from 10:00 AM to 1:15 PM through the Direct-to-Device (D2D) platform.



Application Closure Date

| Closing Soon

Programme Commencement Date

| 1<sup>st</sup> November 2026

## FEE STRUCTURE

Application Fee: INR 2,000/- + GST

**Total Programme Fee**  
(Excluding Application Fee)

**INR 3,60,000/- + GST**

-All fees are exclusive of applicable taxes.

### Instalment Pattern

**Instalment I:** INR 1,20,000/- + GST  
Before Term 1

3 Days from the date of offer or  
(whichever is earlier)

**Instalment II:** INR 1,20,000/- + GST  
Before Term 2  
10<sup>th</sup> January 2027

**Instalment III:** INR 1,20,000/- + GST  
Before Term 3  
10<sup>th</sup> April 2027

### Easy EMI Options Available\*

Note: All fees are exclusive of applicable GST.

## PEDAGOGY

### INTERACTIVE. IMMERSIVE. IMPACTFUL.

Experience a cutting-edge learning approach that blends technology with dynamic teaching methods. The programme leverages:

Live faculty-led lectures

Real-world case studies

Assignments & quizzes

Simulation games & role plays

Group projects & peer learning

Hands-on, application based activities

Designed to keep you engaged, this immersive methodology ensures you don't just learn – you apply, innovate, and lead.

## ELIGIBILITY CRITERIA

- ▶ Minimum 50% marks in Graduation or Post Graduation from a recognized national or international university.
- ▶ Minimum 10 years of post-qualification managerial experience is essential.
- ▶ Profile based selection.

\*Internships and trainee experience will not be considered as Full-Time Experience.

## ASSESSMENT & EVALUATION

- ▶ Evaluation methodology is at the discretion of the faculty. The methodology includes online exams (exams will be conducted by IIM Tiruchirappalli and administered by Jaro Education on the D2D platform), case analysis, class contribution, and any other component as decided by the faculty.
- ▶ The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.

## WHO SHOULD ATTEND

- ▶ Working professionals and executives who aspire to take up senior managerial or leadership roles in organizations, with at least 10 years of managerial experience across relevant specialization areas
- ▶ Senior executives working in any type of organization at the middle or top management level

- “**Post Graduate Certificate in Senior Management Programme**” for those who successfully complete the prescribed course of study and fulfil all other academic requirements.
- Successful candidates will also be accorded **IIM Tiruchirappalli** Executive Education Programme Alumni Status.



## Hear from the Participants



### **Mr. Rajasekar Arumugam**

**Manager, R&D – SaaS & Hosting | Aptean India**

"The Post Graduate Certificate in Senior Management Programme (PGCSMP) captivated me with its comprehensive modules, instinctively elevating my leadership skills. I gained invaluable insights into leadership roles and their impact. Jaro Education has provided unwavering support, and the faculty's expertise has transformed my experience into a true boon, enhancing both my knowledge and professional growth immensely."



### **Mr. Siddarthareddy Lankireddy**

**Technical Architect, Stellantis**

"The Senior Management Programme at IIM Trichy has illuminated my path from a technical architect to a strategic leader. The curriculum's focus on real-world applications and case studies has significantly enhanced my leadership skills. The faculty's extensive knowledge enriches every session. I'm confident this programme will prepare me for broader responsibilities. Jaro Education has been instrumental in my growth and learning journey!"



### **Mr. Krishna Kumar N.**

"I joined the PGCSMP to enhance my strategic thinking and leadership skills. The programme aligned perfectly with my career goals, fostering strong problem-solving skills, a proactive approach to learning and adapting to new situations, and the ability to build strong relationships with colleagues and stakeholders through effective communication. The faculty was professional and supportive, creating an excellent learning environment. I highly recommend this programme for anyone looking to develop personal skills and advance their careers in a stimulating atmosphere."

## Hear from the Participants



### **Mr. Saran Raj**

**Manager / Enterprise Cloud Architect, Deloitte.**

The Senior Management Programme at IIM Trichy exceeded my expectations. The faculty's expertise and use of Harvard-based case studies fostered insightful learning. The curriculum's focus on economics, strategy, and analytics provided valuable, immediately applicable knowledge. This programme significantly enhanced my self-awareness and decision-making abilities, equipping me with the skills to excel in today's dynamic business environment. The support from Jaro throughout the journey was outstanding.



### **Mr. Dipankar Bagchi**

**Manager - HR & Reporting, Chemaf SA**

I joined this programme because of the IIM brand, the prestigious PG course, and the exceptional professors. The experience was very good, offering new perspectives, out-of-the-box thinking, and analytical skills that helped me handle senior management issues. Jaro Education's platform is user-friendly, and their team was supportive throughout. I highly recommend this programme for career growth and practical learning.



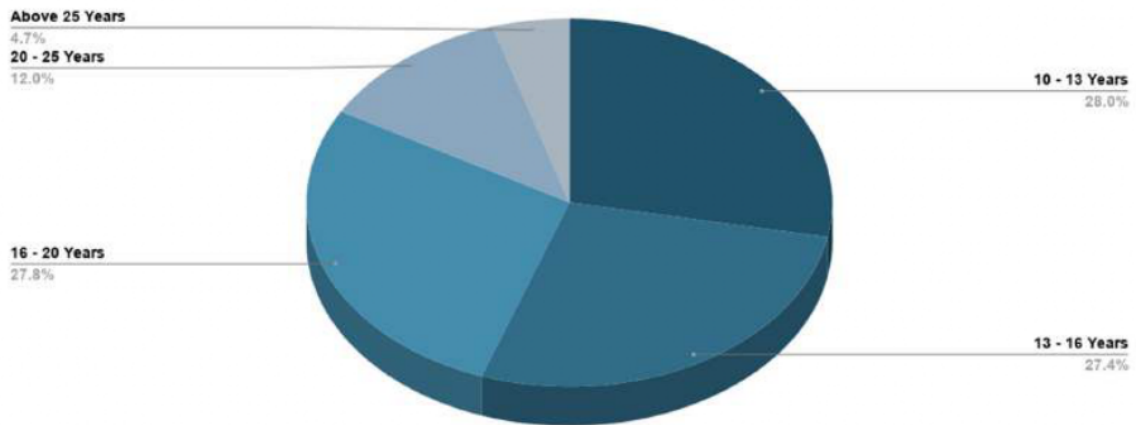
### **Mr. Ashish Madhava Warriar**

As a Global Manufacturing Engineering and Process Excellence Leader, I sought a programme that would broaden my strategic perspective and strengthen my leadership capabilities. The Senior Leadership Programme provided valuable insights into strategy, business analytics, financial decision-making, and organizational leadership, complementing my technical expertise. The learning experience equipped me with practical frameworks to drive innovation, lead transformation initiatives, and contribute to sustainable business growth. I sincerely appreciate Jaro Education and IIM Trichy for delivering a world-class programme that empowers senior professionals to navigate complex business challenges and lead with greater confidence and impact.



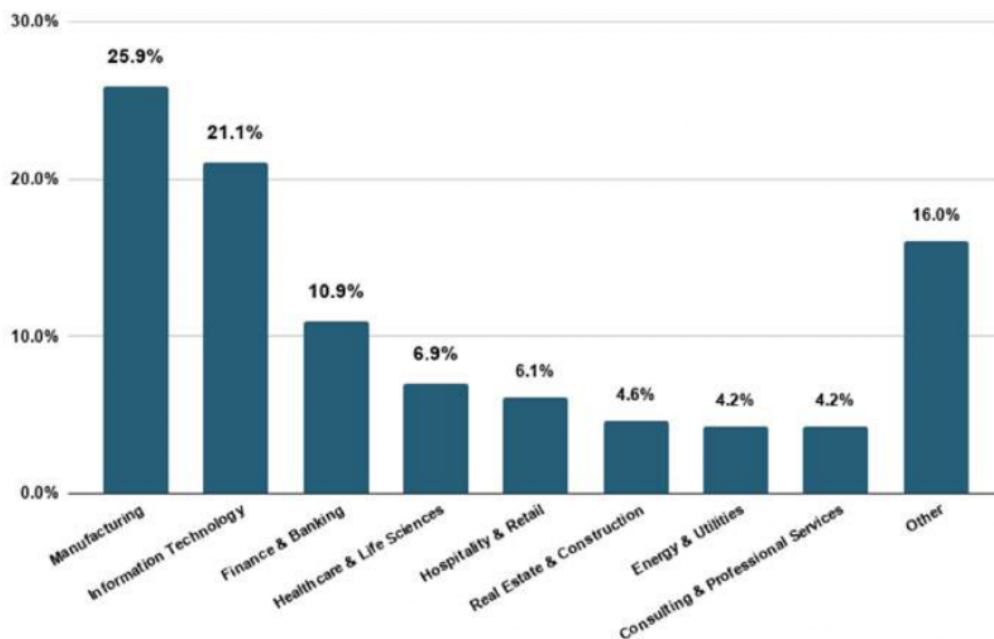
## WORK EXPERIENCE

### Past Experience of Professionals



## INDUSTRY-WISE BIFURCATION

### Industry profile of Professionals



## RECENT BATCH ANALYSIS

### TOP COMPANIES WHERE OUR ALUMNI ARE WORKING



### TOP PROFILES OF OUR ALUMNI

Chief Executive Officer (CEO)	Chief Operating Officer (COO)	Vice President	Head – Business Operations
General Manager	Senior Program Manager	Principal Software Engineer	Product Manager

#### NOTE:

- ▶ Past performance records do not guarantee any future opportunities.
- ▶ All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- ▶ The list is partial.

## About Jaro Education

**3,50,000+**  
Career Transformed

**150+**  
Programs from  
Diverse Domains

**30+**  
World's Leading  
Academic Partners

**23+**  
Learning Centres across  
India, USA & Singapore

**20+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards

OUTLOOK BUSINESS



Outlook Business Icon  
Awards 2023

India's Most Trusted  
Online Higher Education Company



The Business  
Awards 2024

Leading Edtech Company  
of the Year

Jaro Education is an online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & Ph.D., Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.

## Career Assistance by Jaro Education

### Resume Building

We create ATS-friendly resumes that highlight your skills and achievements.

### LinkedIn Optimization

Enhance visibility and connect with the industry

### Career Sessions

Jaro Connect offers expert-led bootcamps on industry trends.

#### Note:

IIM Tiruchippalli and Jaro Education do not guarantee employment or career advancement; career services are provided solely by Jaro Education as guidance to help you manage your career proactively.

# jaro education

*Connect* With  
**Us Now!**

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and Consulting office**

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