

Step Into
**Senior
Leadership**
with Strategic
Clarity

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



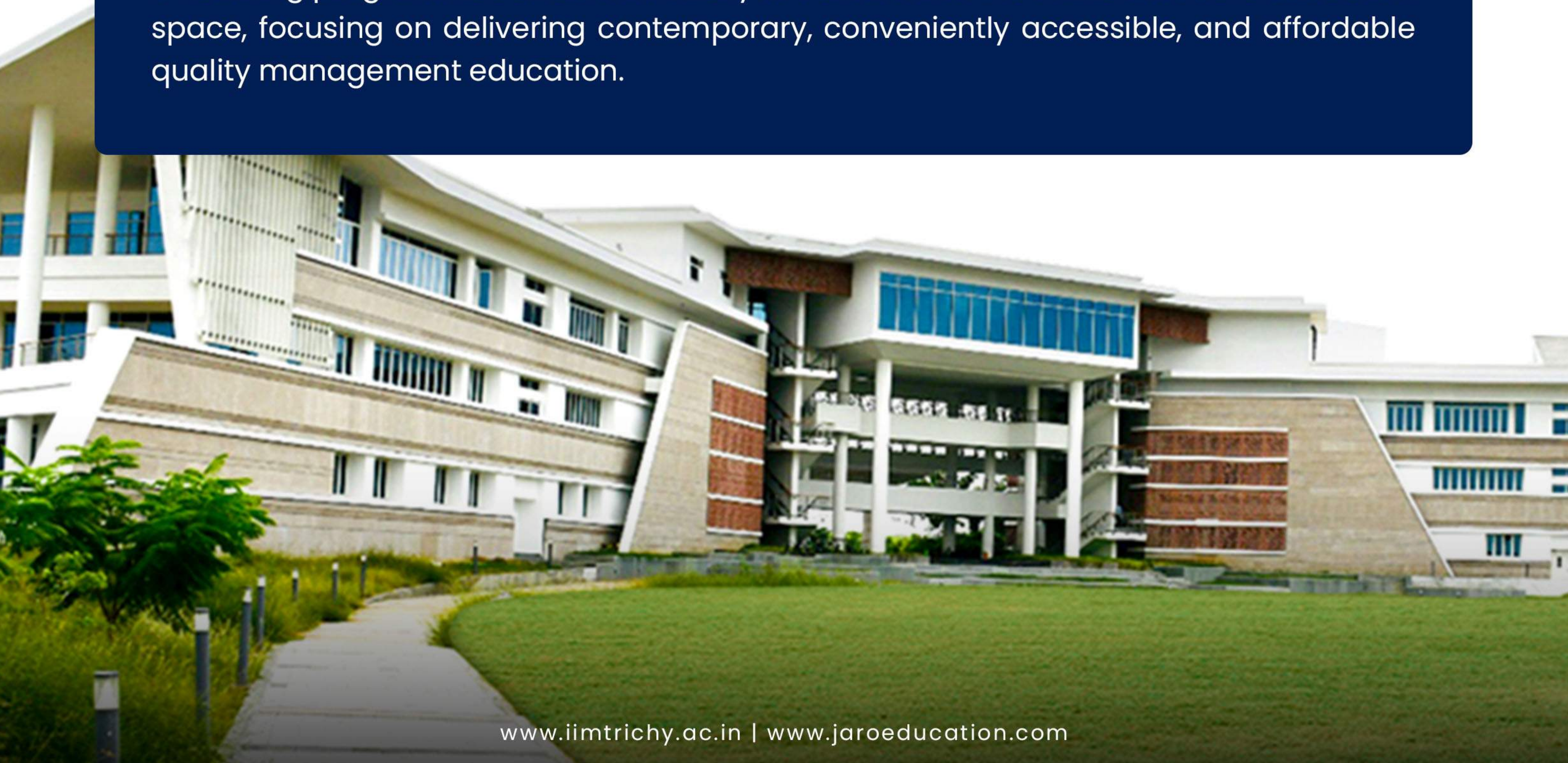
among top B-schools
in MBA Universe.com
Ranking 2024

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. PAWAN KUMAR SINGH

**Director,
Indian Institute of Management Tiruchirappalli**

Indian Institute of Management Tiruchirappalli (IIMT) is the 11th IIM established by the Government of India in 2011 and has now completed its 15-year milestone. Tiruchirappalli is a vibrant city widely known for its

art and culture, which dates back thousands of years. Today, the city is a hub for educational institutions, scholastic centres, and modern industries. Our institute is transcending to new heights and stands true to its motto: 'Gyaanam Anantam', which means 'Knowledge is Infinite'. Continuous learning is the foundation for better value creation, and IIMT aspires to instill in its students an unceasing desire to learn. The institute proudly embraces the responsibility of shaping students into the leaders of tomorrow—catalysts of change for the betterment of society. IIMT operates from its sprawling state-of-the-art campus spread over 175 acres of land, situated about 11 km from Tiruchirappalli International Airport.

Our mission is to nurture a learning environment that assimilates, disseminates, and creates knowledge of global standards, thereby adding value to society and the nation. Starting the journey with an intake of 84 students, today we host over 900 students and offer diverse programmes such as the Post Graduate Programme in Management (PGPM); Post Graduate Programme in Management - Human Resources (PGPM-HRM); Doctoral Programme in Management (DPM); Executive Doctoral Programme in Management (EDPM); and Post Graduate Programme in Business Management (PGPBM) for working executives. The Executive Education & Consulting wing at IIM Trichy offers both short- and long-duration programmes, Faculty Development Programmes, and e-learning courses specially designed to enhance the skills and knowledge of corporate managers. Through a carefully designed curriculum, we shape our students into future leaders with a deep understanding of their fields. We also strive to create dynamic and innovative entrepreneurs who can bring positive changes to society.

Our strength lies in our faculty members and dedicated staff. Our faculty possess the highest levels of innovation and interactive teaching skills. They not only impart knowledge but also instill the core values and ethos of the invincible Indian culture. We foster a spirit of inquiry in our students, encouraging them to challenge existing paradigms for fruitful learning. High-quality research is an integral part of the IIMT culture. Our thoughtfully created Learning Resource Centre provides faculty and research scholars with an exquisite academic ambience to nurture ideas and produce world-class research output. IIM Tiruchirappalli has expanded its horizons by entering into various collaborations with academia and industry. We have signed academic cooperation agreements with reputed institutions worldwide. Through projects like 'Make a Difference', we inculcate social and national commitments in our students.

We take pride in who we are. While we do not rest on past accomplishments, we constantly seek innovative ways to realize our vision of becoming a leading management institution with a significant impact on business and society. We believe the institute has the potential to transform into one of the best world-class management schools in India. We invite every stakeholder in society to join us on this journey of spreading value-based management education.



PROF. HARI SREEKUMAR

Marketing, IIM Tiruchirappalli

Prof. Hari Sreekumar did his dissertation in the area of consumer behaviour, examining consumption discourses and practices among migrant consumers in southern India. His research work has been published and presented in reputed journals and international conferences in the area of consumer culture theory and advertising. Prior to joining the doctoral programme at IIM Calcutta, he worked at Sterlite Industries for a year, and in the marketing research industry for two and a half years, with stints at TNS Mode, Bangalore and Indica Research, Mumbai. He did his graduation in M.Sc. (Tech.) from BITS, Pilani.



DR. VIJAYA V

**Organizational Behavior & Human Resource Management,
IIM Tiruchirappalli**

Dr. Vijaya V is a psychologist with a PhD in Human Resource Management from IIT Madras, specialising in organisational psychology, HR analytics, and organisational behaviour. She has over a decade of experience teaching in management and executive education programmes, covering organisational behaviour, organisation development, performance management, and learning systems. A UGC Fellow and ICSSR awardee, her research spans psychological contracts, teams, and networks. She also works extensively in organisational diagnostics, counselling, and applying behavioural science to enhance organisational effectiveness.

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:



Strategic Imperatives for Modern Management: Thriving Amid Complexity

Key Challenges

Strategic Imperatives

- Champion a digital-first mindset; invest in reskilling and emerging tech adoption.
- Build adaptive strategies with measurable milestones; align teams around a shared vision.
- Foster a collaborative, inclusive culture with agile team structures.
- Create innovation sandboxes; implement structured risk governance frameworks.
- Leverage data-driven customer insights; personalise value propositions.
- Institutionalise mentorship programmes and succession planning.
- Build business continuity plans; diversify revenue streams and supply chains.
- Integrate sustainability metrics into KPIs and executive accountability frameworks.
- Deploy real-time analytics tools and establish clear performance metrics.
- Communicate change clearly; empower change agents across business units.



Leverage Advanced Management Concepts To Propel Ahead

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.



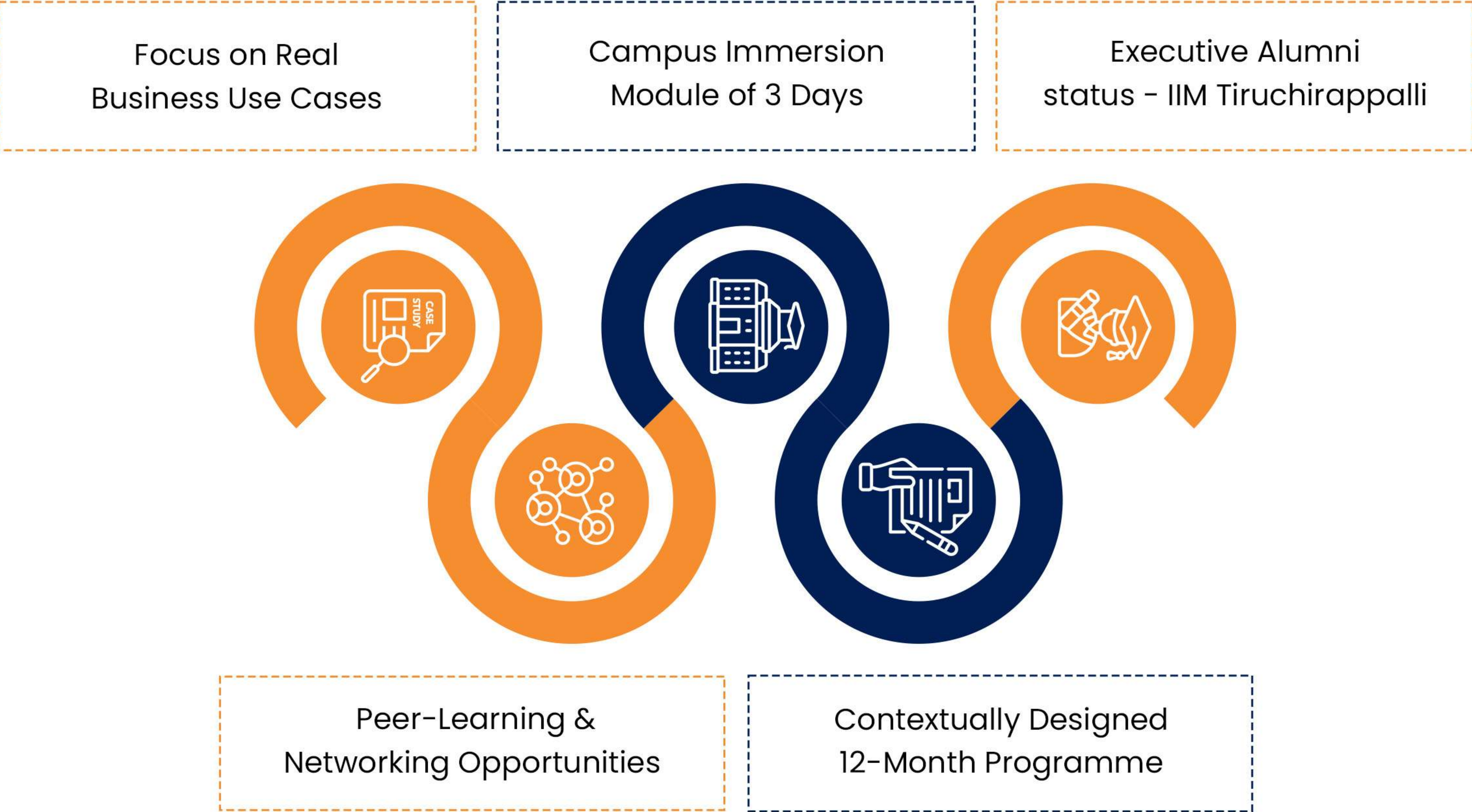
Programme Overview

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



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

PROGRAMME CONTENT

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 top down 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)
Schedule	One 3-hour session every Sunday from 2:15 PM to 5:30 PM



Application Closure Date | Closing Soon

Programme Commencement Date | 11th April 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 (10th July 2026)

Instalment III: INR 1,20,000/- + GST

Before Term 3 (10th October 2026)

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 Postgraduation, whichever is higher, from a recognized national or international university
- ▶ Minimum 10 years of post-qualification managerial experience is essential
- ▶ Reservations will be provided to eligible candidates as per Government of India norms

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

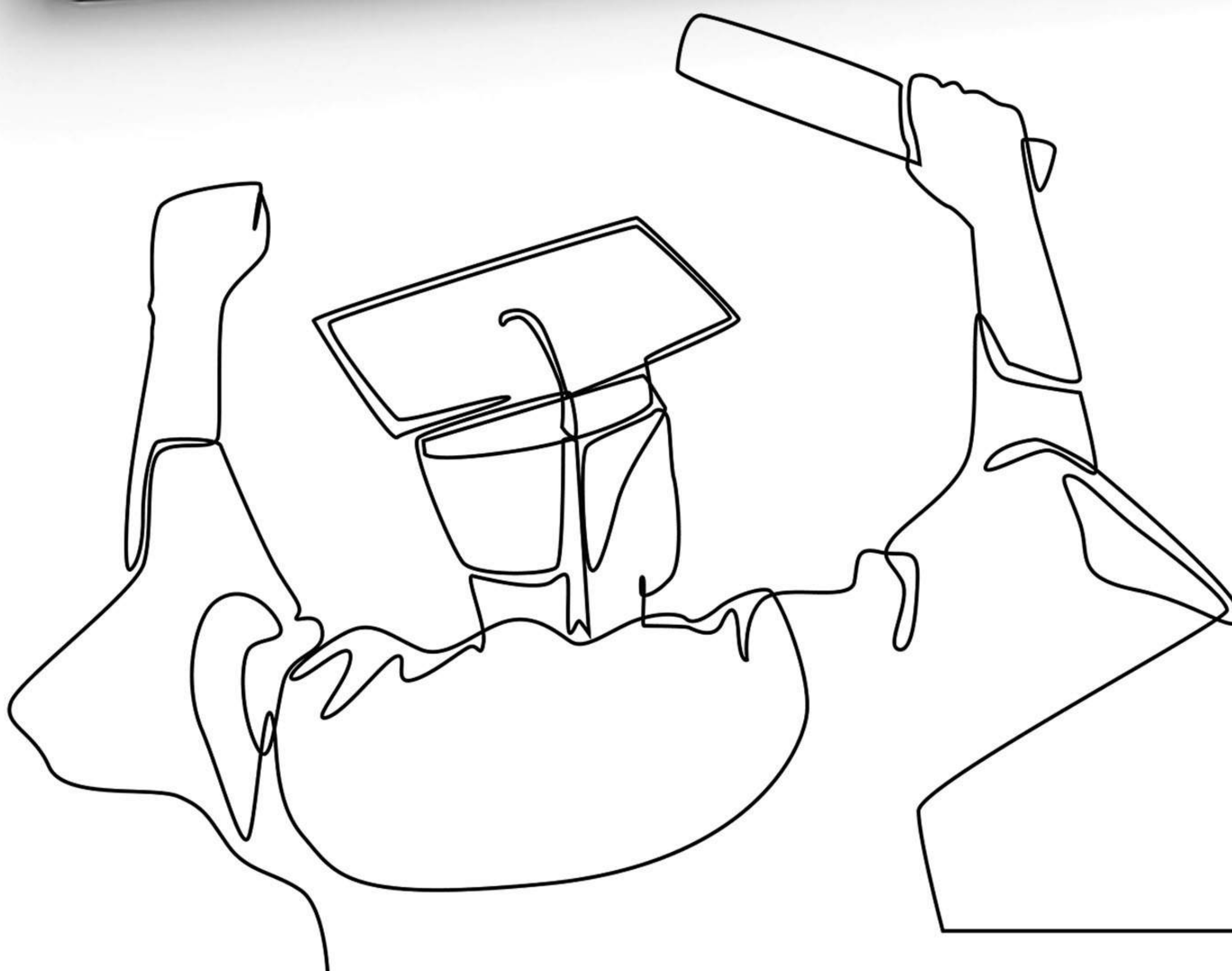
ASSESSMENT & EVALUATION

- ▶ 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.



GLIMPSE OF THE PREVIOUS BATCH'S CAMPUS IMMERSION



RECENT BATCH ANALYSIS

WORK EXPERIENCE

Above 25 Years

5.2%

20 - 25 Years

12.3%

16 - 20 Years

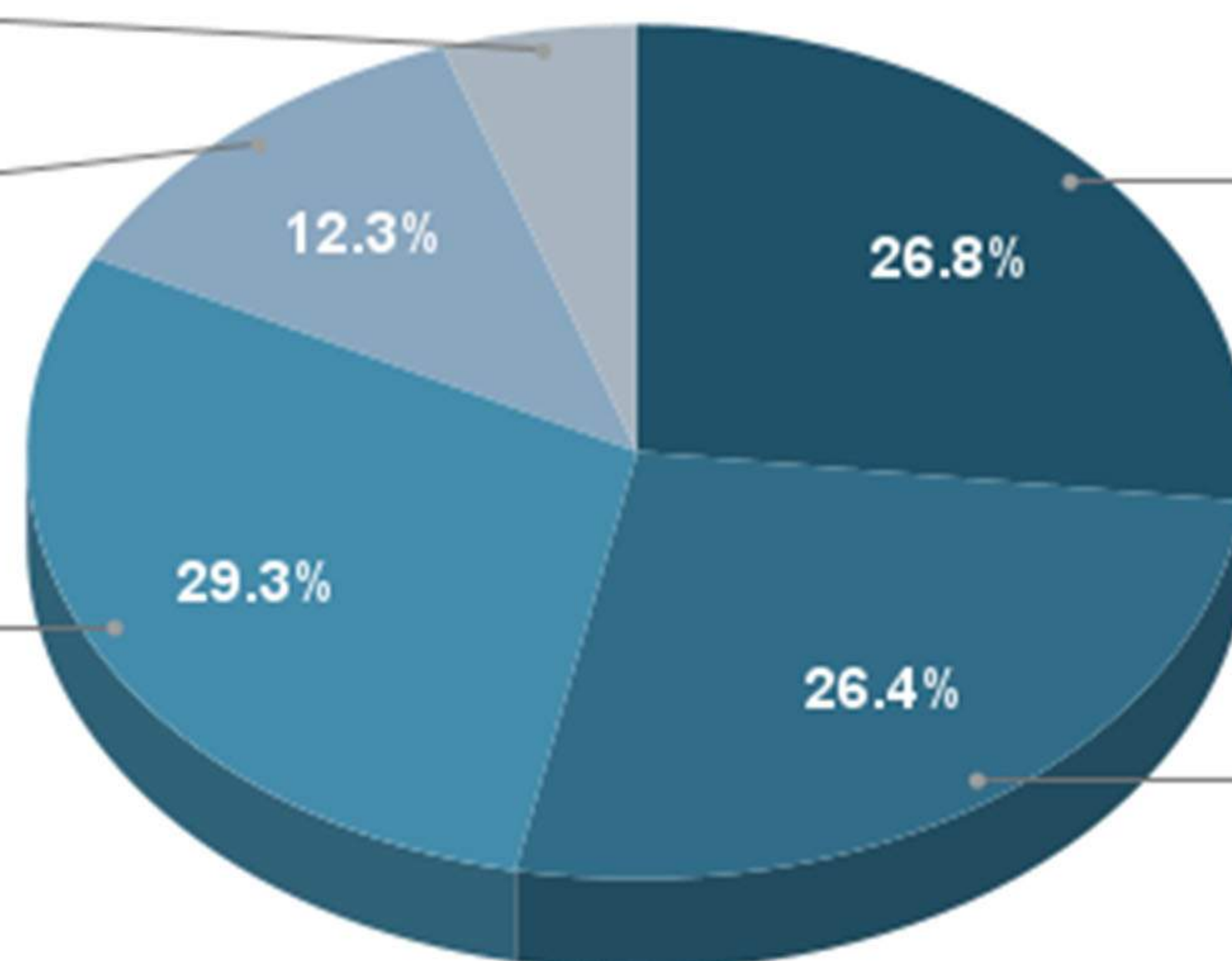
29.3%

10 - 13 Years

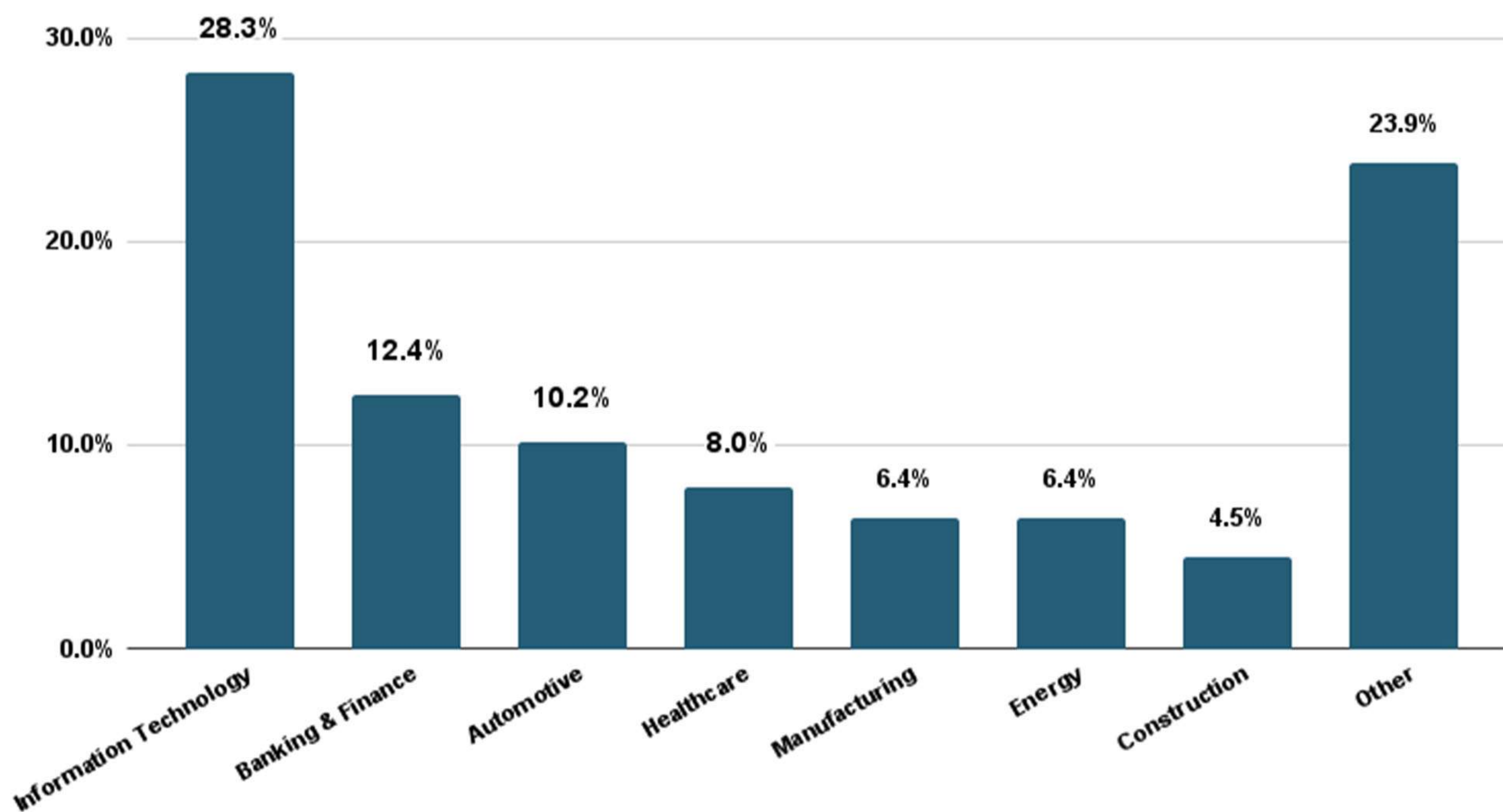
26.8%

13 - 16 Years

26.4%



INDUSTRY-WISE BIFURCATION



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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