



Steering Through Change:
The New Pulse of Healthcare

Post Graduate Certificate in
**Healthcare Management
Programme**

IIM Tiruchirappalli

Batch
03



Marketing Partner

jaro education

About IIM Tiruchirappalli



Among Top B-Schools,
'The Week' - 2025



NIRF India Rankings 2025
(Management)



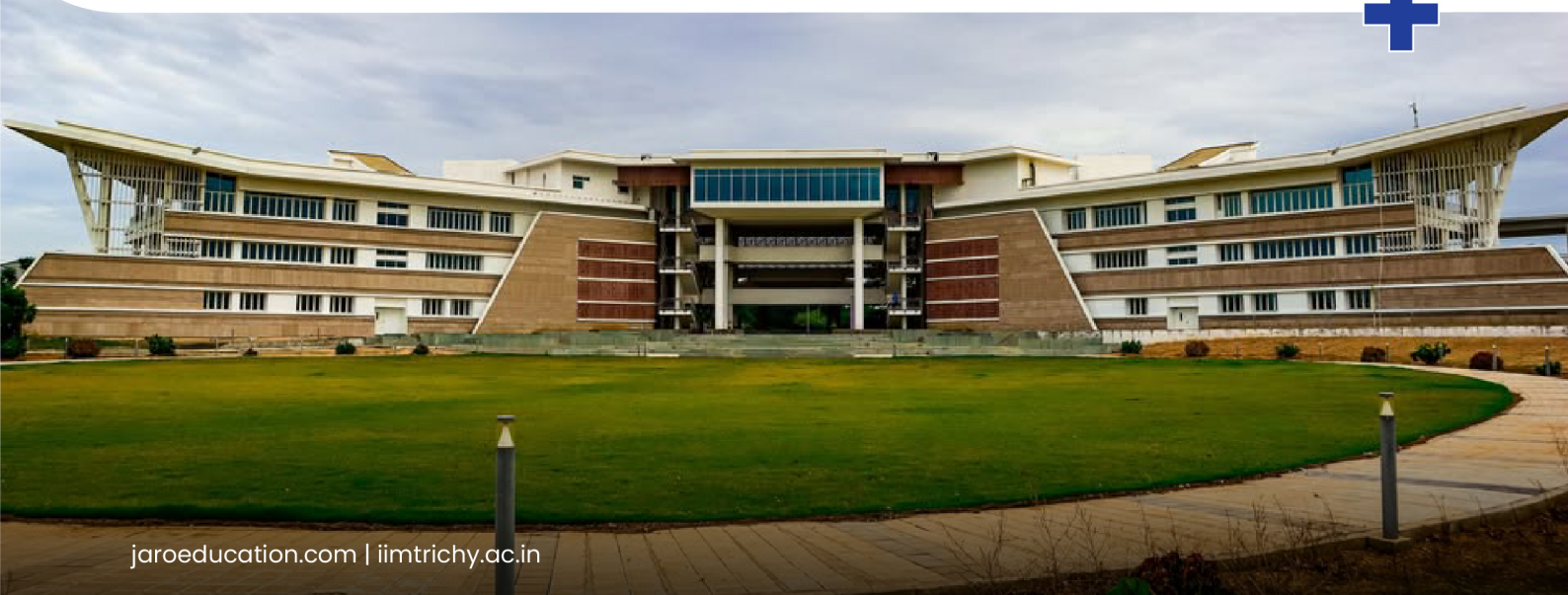
Among Top B-Schools,
Fortune India 2025

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 60 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 11th 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 1000 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 hundreds are currently being 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 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.



Dean's Message



PROF. P. SARAVANAN

**The Dean - Corporate Relation & Faculty Affairs,
Indian Institute of Management Tiruchirappalli**



At IIM Tiruchirappalli, Executive Education & Consulting (EEC) is firmly rooted in the Institute's commitment to academic excellence, industry relevance, and societal impact. Its mandate is to conceptualize and deliver high-quality learning interventions that enable professionals and organizations to navigate complexity, foster innovation, and sustain long-term growth.

The EEC portfolio comprises Management Development Programmes (MDPs), Faculty Development Programmes (FDPs), and both long- and short-duration certificate programmes. Delivered through carefully curated online, blended, and in-person formats, these programmes are designed to support professionals across different stages of their careers in enhancing capabilities, broadening perspectives, and accelerating their development journeys. Each offering is aligned with contemporary business and institutional needs, integrating rigorous academic research with practical application, and is delivered by faculty members who combine scholarly expertise with a strong understanding of industry realities.

EEC's collaborations with leading public sector undertakings, corporates, and government institutions reflect a shared commitment to capability building at scale. Through initiatives aligned with national priorities, including the Malaviya Mission Teacher Training Programme, IIM Tiruchirappalli continues to contribute meaningfully to institutional strengthening and leadership development.

In the eLearning space, EEC has expanded its reach through strategic partnerships and a steadily growing portfolio of digital programmes. This has enabled the Institute to engage a diverse and geographically dispersed learner base, while significantly enhancing the visibility and standing of IIM Tiruchirappalli in the executive education ecosystem.

Looking ahead, EEC remains focused on deepening academic rigour, building enduring industry partnerships, and delivering measurable value to all stakeholders. It is committed to creating transformative learning experiences that advance professional excellence, strengthen organizational effectiveness, and contribute to broader societal progress.



PROF. AJIT PRATAP SINGH

Programme Director

Assistant Professor – Operations Management & Decision Sciences
IIM Tiruchirappalli



Ajit Pratap Singh holds a Ph.D. in Operations Management from the Indian Institute of Management (IIM) Lucknow. His doctoral dissertation, "Essays on Digital Platforms and Network Effects," examines network effects in multi-sided markets and their implications for operational decision-making in digital platform ecosystems.

He most recently served as a faculty member at T. A. Pai Management Institute (TAPMI), teaching courses in operations management. He holds a B.Tech in Mechanical Engineering and has over five years of prior industry experience in the manufacturing sector, including roles in project management, production, maintenance, and design leadership as Head of Design at an Original Equipment Manufacturer (OEM).

His research interests lie at the intersection of operations management, platform economics, and revenue management. His work focuses on digital platforms and multi-sided markets, network effects, dynamic pricing, and agricultural supply chain optimization in data-driven and technology-enabled settings.





PROF. YUKTI SHARMA

Programme Director
Assistant Professor – Marketing
IIM Tiruchirappalli



Yukti Sharma is an Assistant professor in the marketing area at IIM Tiruchirappalli. She completed Post-Doctoral Research Fellowship at IIM Calcutta, expanding on her doctoral work in Marketing at the Subsistence Marketplace. Her research spans Food Marketing, Luxury Brand Marketing, Subsistence Marketplaces, and Developmental Research, with publications in leading journals such as the European Journal of Marketing, Journal of Consumer Marketing, Marketing Intelligence & Planning, Technological Forecasting and Social Change, Journal of Retailing and Consumer Services, Journal of Marketing Theory and Practice, and Health Marketing Quarterly.

Before joining IIM Tiruchirappalli, she taught at the Goa Institute of Management, SPJIMR, MDI, and the University of Delhi. Her teaching interests include Retail Marketing, Advertising Management, Integrated Marketing Communication, Marketing Research, and Experimental Research Method.



Navigating the Path Ahead: Evolution of India's Healthcare Landscape



India's healthcare sector is at the cusp of transformation—powered by policy reforms, digital integration, and a rising demand for accessible, quality care. Strategic investments and innovation are driving growth, shaping a future-ready ecosystem.

Market Growth & Economic Impact

“

India's healthcare sector is projected to reach \$610 billion by 2026, supported by rising investments, expanding infrastructure, and growing adoption of digital health solutions - positioning healthcare management as a critical growth function.

*IBEF

India's healthcare analytics market is expected to grow from ~\$1.5 billion in 2024 to \$7.7 billion by 2033, emphasizing the rise of data-driven healthcare systems.

*Grand View Research

The private healthcare market is expected to grow to nearly \$200 billion by 2034, reflecting increasing investments and consolidation trends.

*ET Health World

”



Why Healthcare Management Matters Now (And What's Next)

India's healthcare sector is entering a phase where growth is no longer the challenge, but managing that growth is.

- + Looking ahead, the sector is projected to create 2–2.5 million new jobs by 2030, with a significant share in operations, administration, and management roles.

Source: ET HealthWorld

- + In 2026 and beyond, healthcare hiring is shifting toward tech-enabled and management roles, driven by AI, telehealth, and digital infrastructure expansion.

Source: Taggd

- + Rapid digitalisation, aging population, and rising chronic diseases are expected to fundamentally change how healthcare systems are managed, increasing demand for skilled professionals.

Source: KPMG

What this means:

Healthcare is evolving into a technology-driven, system-oriented industry, where effective management is critical to scale, efficiency, and patient outcomes.



Career Growth: Future Outlook

Healthcare management is emerging as a future-proof career with strong upward mobility.

- + By 2026–2030, demand for healthcare management professionals is expected to grow across hospitals, health-tech, insurance, and consulting sectors, with over 1 lakh+ management roles emerging in the near term alone.

Source: ET HealthWorld

- + The rise of digital health, AI, and analytics is creating high-value roles that command premium salaries, especially for professionals with technology and management expertise.

Source: IIMMR Delhi

- + As healthcare becomes more complex, organisations are prioritising leaders who can manage large-scale operations, integrate technology, and drive efficiency, leading to faster career progression into senior roles.

Source: Express Healthcare

What this means:

This is not just a stable career. It is a high-growth, high-responsibility field with increasing managerial and leadership potential.

Why This Programme

The future of healthcare will not be defined only by doctors or technology, but by professionals who can manage complex systems at scale.

A Healthcare Management programme prepares you to:

- + Lead healthcare operations in a rapidly expanding industry
- + Work at the intersection of healthcare, technology, and business
- + Build a career in one of the most resilient and fastest-growing sectors globally

Key Challenges and Strategic Imperatives for Healthcare Leaders



Area of Focus

Insight / Actionable Guidance

+ Industry Transformation

Recognize the shift towards digital health, telemedicine, AI, and value-based care models.

+ Regulatory Complexity

Stay updated on evolving healthcare regulations, insurance reforms, and compliance standards.

+ Data-Driven Culture

Leverage healthcare data for patient segmentation, campaign tracking, and optimizing digital outreach using analytics tools and CRM platforms.

+ Patient-Centric Models

Embrace strategies that focus on personalized, preventive, and holistic patient care.

+ Technology Integration

Upskill in digital health tools like telehealth platforms, AI diagnostics, and wearable tech.

+ Health Economics

Understand healthcare financing, cost-effectiveness, and budgeting in hospital systems.

+ Quality & Risk Management

Learn frameworks like NABH, JCI, and Six Sigma for quality assurance and patient safety.

+ Strategic Leadership

Build capabilities in organizational leadership, healthcare strategy, and operations management.

+ Interdisciplinary Collaboration

Develop soft skills for collaboration with clinicians, insurers, and tech teams.

+ Public Health Awareness

Gain insight into epidemiology, community health, and health education.

Programme Overview



The Post Graduate Certificate in Healthcare Management Programme serves as a strategic tool to empower participants in navigating the complexities of advancing within the organizational hierarchy. Employing a blended learning approach, this interdisciplinary programme seamlessly integrates experiential and interactive learning methodologies.

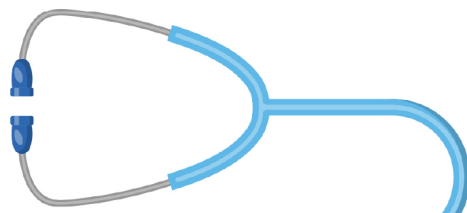
Tailored with precision, the curriculum targets medical professionals, administrators, and individuals engaged in healthcare and allied sectors. This includes esteemed members of allied healthcare services. The primary objective is to furnish participants with a holistic grasp of healthcare management principles.

Central to its mission, the programme cultivates essential proficiencies encompassing healthcare management protocols, adept human resources strategies, meticulous financial and accounting frameworks, and incisive analytical acumen. These competencies collectively underpin comprehensive and effective healthcare administration across all domains.

Moreover, the programme strives to provide healthcare professionals with essential healthcare management practices, human resource strategies, financial and accounting concepts, and analytical proficiencies that are pertinent across all facets of proficient healthcare administration.



Programme Highlights



Certificate of Completion
from IIM Tiruchirappalli



01

02



Holistic Curriculum by
IIM Tiruchirappalli's Faculty

Highly Interactive Online
Classes (D2D Platform +
One Campus module)

03



3 Days Campus Visit at
IIM Tiruchirappalli's
Sprawling State-of-the-art
Campus

04



Application-oriented
Pedagogy— Case
Discussions

05



Peer
Learning

06



Learning Outcomes



- + Build knowledge and understanding of strategic roles of all major functional areas of management
- + Foster interdisciplinary thinking and leadership skills
- + Demonstrate ability to be creative and innovative leader in an organizational context
- + Develop an understanding of contemporary topics and issues to enhance the competitiveness
- + Demonstrate ability to manage unstructured business situations
- + Develop the decision making abilities (design thinking)





+ Healthcare Ecosystem

- Orientation
- Introduction to Management
- Healthcare Landscape - Stakeholders, Public Policy,
- Regulatory and Legal Issues
- Economic Aspect of Healthcare
- Foundational Statistics for Healthcare

+ Functional

- Marketing in Healthcare
- Operational Aspects of Healthcare
- Accounts and Finance in Healthcare
- Managing People in Healthcare
- Strategy in Healthcare
- IS in Healthcare

+ Advanced

- Entrepreneurship in Healthcare
- Digital Services Marketing in Healthcare
- AI and Analytics in Healthcare

Note: The list of modules provided is subject to change and may be updated or revised at the institute's discretion.



Programme Details



➤ Delivery	<ul style="list-style-type: none">• Direct-to-Device (D2D) mode
➤ Duration	<ul style="list-style-type: none">• 1 Year• 52 Weeks of Classes• 171 Hours of Engagement, Including One Campus Visit
➤ Session Timings	<ul style="list-style-type: none">• Sunday, 10:00 am to 1:15 pm
➤ Commencement Date	<ul style="list-style-type: none">• 6th September 2026
➤ Application Closure Date	<ul style="list-style-type: none">• Closing Soon
➤ Eligibility Criteria	<ul style="list-style-type: none">• Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD].• Professionals and entrepreneurs associated with healthcare and allied healthcare sectors with 2 + years of domain experience, aspiring to move into management roles.• Applicants should be working professionals/entrepreneurs.





Who Should Attend?

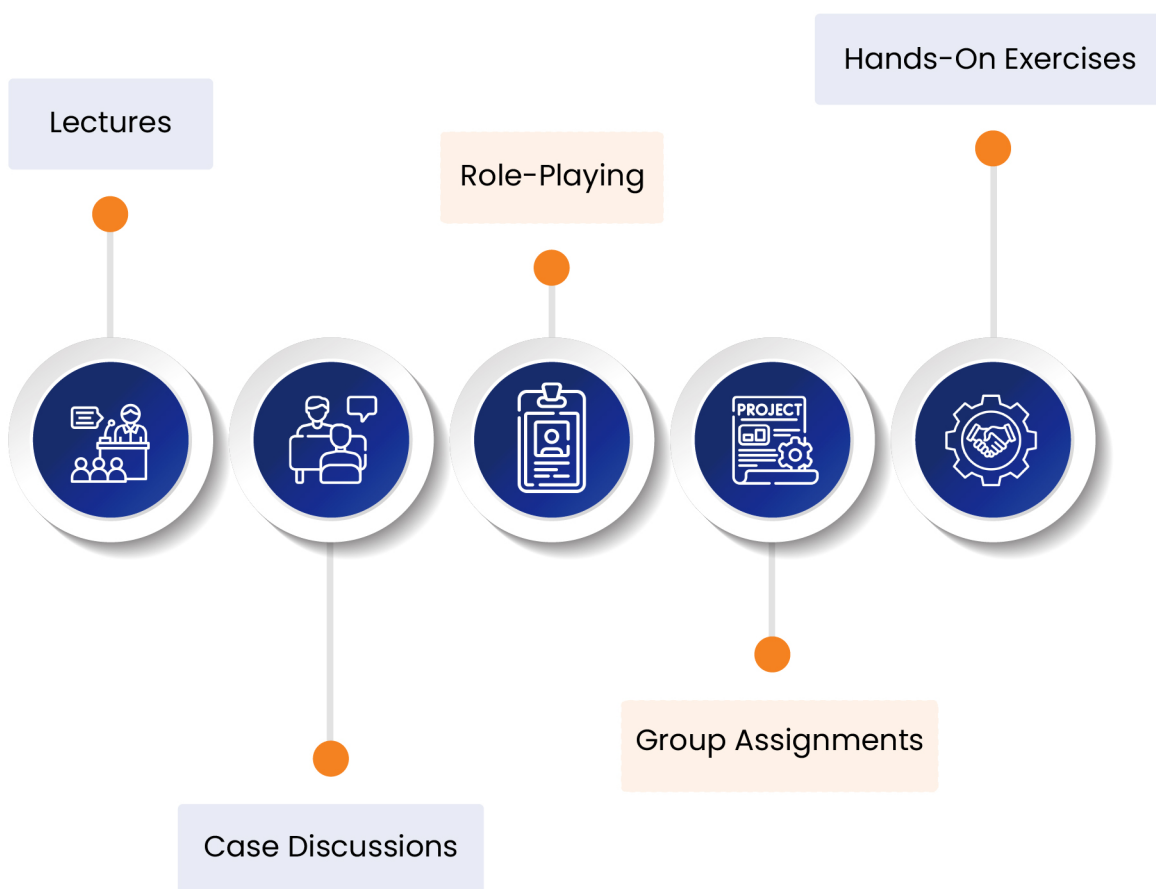
- + Individuals who have a background or interest in healthcare and aspire to take on managerial or administrative roles within the industry. They may include doctors, resident doctors, Doctor of Pharmacy, para-medical professionals working in the medical field, and other healthcare professionals seeking to enhance their knowledge and skills in healthcare management.
- + Junior or Mid-level professionals in the healthcare and allied industries keen to enhance strategic leadership and analytical skills to uncover global healthcare opportunities.
- + Consultants and healthcare entrepreneurs aspiring to create and drive disruptive business models and optimize for growth.
- + Professionals looking to shift their careers into the healthcare management domain.



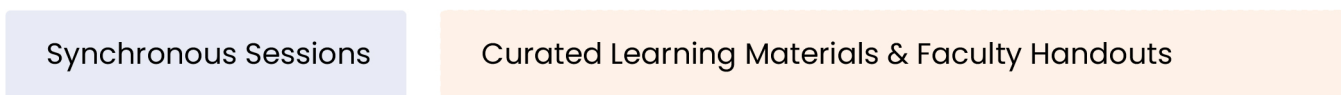


The programme utilizes a blended learning approach, combining in-class and online components. The in-person segment incorporates diverse teaching methods like lectures, case discussions, simulations, role-playing, group projects, and hands-on exercises. The online component delivered through a state-of-the-art interactive mode will facilitate learning through synchronous mode using multimedia components involving case discussion, audio, and video-engaging components.

In-person Component



Online Component





Post Graduate Certificate in **Healthcare Management Programme**

IIM Tiruchirappalli for those participants who **successfully completed** the prescribed course of study and fulfill all other academic requirements.



Programme Fee Details



Fee Details	Amount
Application Fee	INR 2,000/- + GST
Total Programme Fee (Exclusive of Application Fee)	INR 2,16,000/- + GST*

Instalment Pattern

Instalment I	INR 90,000/- + GST	As per the offer letter
Instalment II	INR 63,000/- + GST	5 th December 2026
Instalment III	INR 63,000/- + GST	5 th March 2027

Easy EMI Options Available



Hear from the Participants



Ms. Megal Ramya Swetha

Nursing Manager,
Agatsya Hospital

“Enrolling in the IIMT-PGCHCM programme has been a transformative step in my career. This programme played a pivotal role in my promotion, equipping me with invaluable insights and skills. My experience with the institution and faculty has been truly exceptional—their unwavering support and encouragement made all the difference. I wholeheartedly recommend this programme to professionals seeking meaningful career growth. It is an investment that enhances knowledge and opens doors to new opportunities.”



Dr. Milly Trivedi

Director,
Florence Dental Clinic

“I am immensely grateful to Jaro Education for facilitating my Post Graduate Certificate in Healthcare Management from IIM Trichy. As part of the inaugural cohort, I had the privilege of engaging with a meticulously designed curriculum that explored pivotal healthcare domains, including hospital administration, healthcare analytics, operations management, quality accreditations, and financial planning. Jaro ensured seamless coordination of classes, timely communication, and efficient management of online assessments, making the learning experience effortless. The on-campus immersion at IIM Trichy was truly transformative, allowing for enriching interactions with esteemed faculty whose profound industry expertise and dynamic teaching left an indelible mark. This programme has been instrumental in refining my strategic acumen and managerial proficiency, empowering me to navigate the complexities of the healthcare sector with confidence. I wholeheartedly recommend Jaro Education to professionals seeking world-class learning experiences that drive career growth.”

Hear from the Participants



Dr. Shanmugavelu S

Medical Officer,
Mediassist

The PGCHCM program at IIM Trichy played a key role in shaping my transition into the healthcare management domain. Coming from a clinical background, the program helped me develop a structured understanding of hospital operations, quality management, and healthcare systems. The practical approach and expert faculty made the learning highly relevant, and it has added significant value to my career in healthcare administration.



Lavanya A

Research Officer (S)
Siddha Regional Research Institute, Puducherry

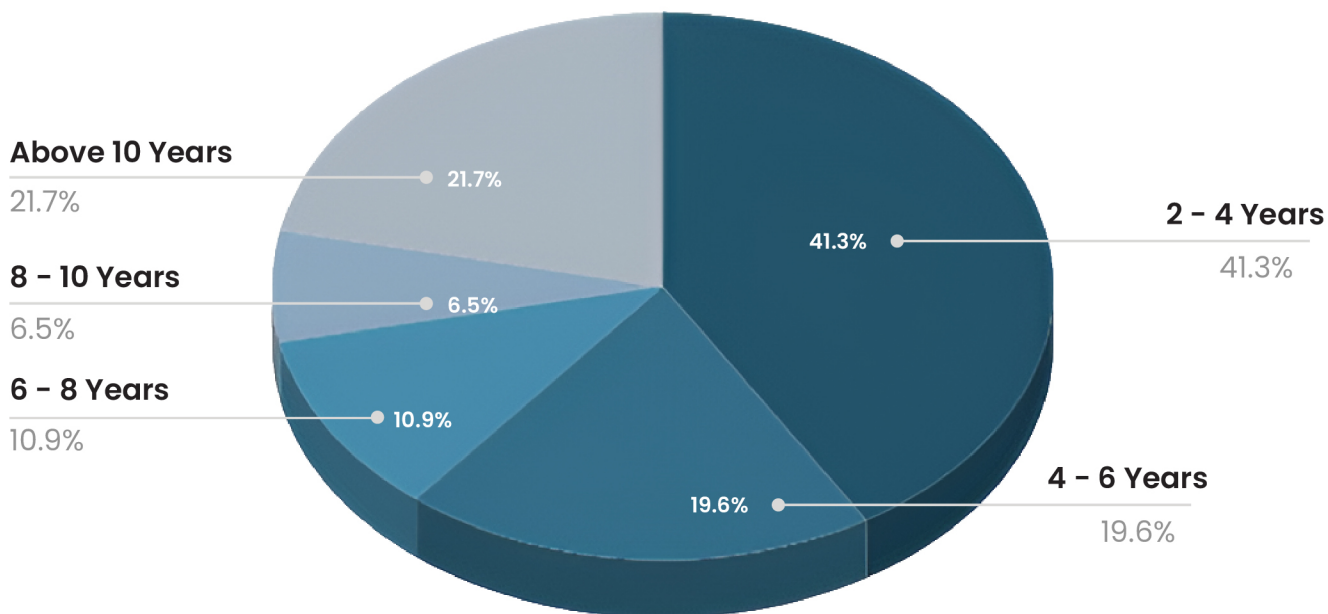
Aiming to transition into administrative roles, I recognized the need to strengthen my management skills and gain structured knowledge in healthcare leadership. The Postgraduate Certificate Programme in Healthcare Management at IIM Tiruchirappalli provided valuable insights into healthcare systems, strategy, and policy, helping clarify my path toward leadership roles.

The faculty's practical, industry-oriented approach made the learning highly relevant and impactful. The program has strengthened my decision-making and professional effectiveness, and I would recommend it to healthcare professionals seeking managerial growth. My experience with Jaro Education was seamless, with strong support and a flexible learning format that allowed me to balance my responsibilities while upgrading my skills.

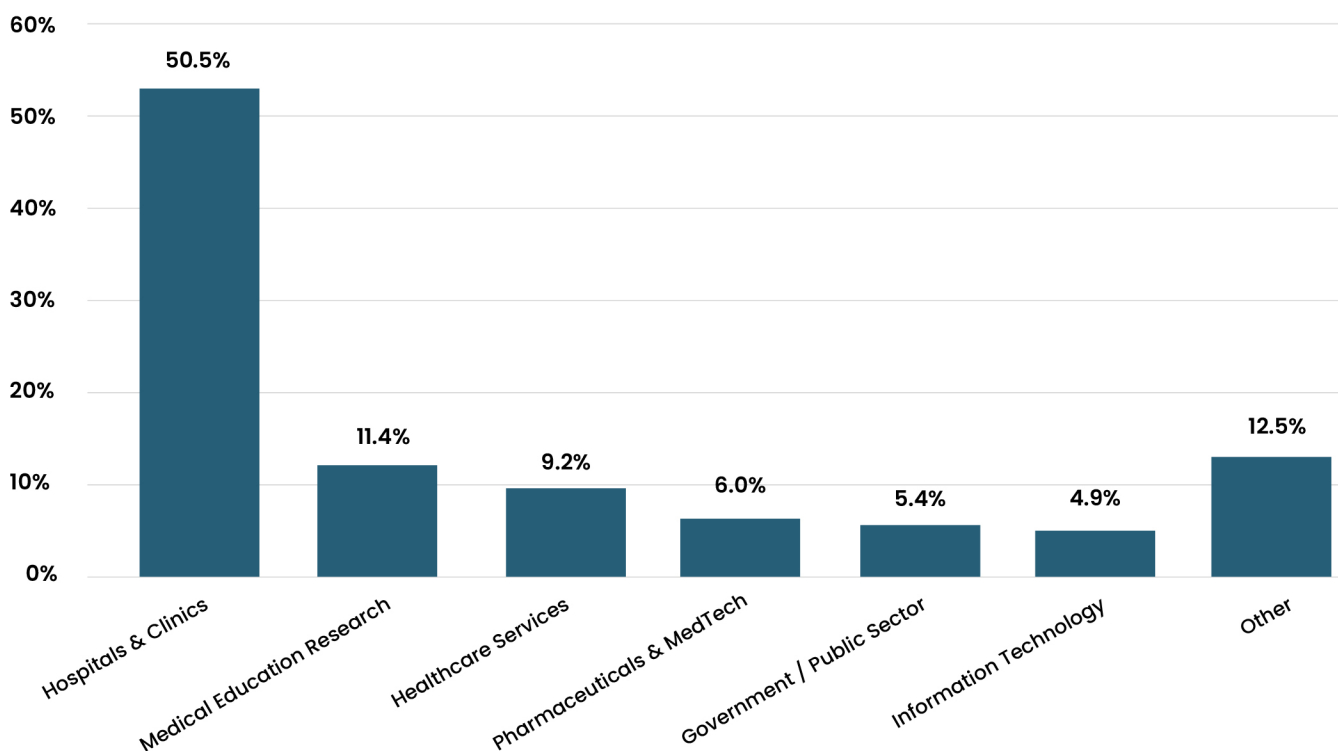
Recent Batch Analysis



Work Experience



Industry-wise bifurcation



Recent Batch Analysis



➤ Top Companies Where Our Participants Are Working:



➤ Top Profiles of Our Alumni:

- + Medical Director
- + Chief Operating Officer
- + Chief Medical Officer
- + Medical Superintendent
- + Head of Department, Medical
- + Chairperson Obstetrics and Gynaecology
- + Chief Civil Surgeon
- + Senior Medical Officer

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.



+ Resume Building

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.

+ LinkedIn Profile Optimization

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that defines your career trajectory.

+ Career Enhancement Sessions

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

Note: IIM Tiruchirappalli and Jaro Education do not guarantee or promise employment or career advancement in your existing position. Career services are offered solely as a resource to help you proactively manage your career. These services are provided by Jaro Education. IIM Tiruchirappalli is not involved in any way with the career services described above and makes no commitments regarding their outcomes.



About Jaro Education



3,50,000+

Careers Transformed

150+

Programs from a Quality
Bucket of Diverse Domains

30+

World's leading Academic
Partners

23+

Learning Centres across
India, USA, and 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
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The Business
Awards 2024

Leading Edtech Company
of the Year

Jaro Education is an edtech pioneer and 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.

Connect With Us, Right Now!



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