ज्ञानम् अनन्तम्
IIM TRICHY

Batch
08

Plug-In to
Analytics-Driven Leadership

Post Graduate Certification Programme in

Business Analytics & Artificial Intelligence (AI) Applications

IIM Tiruchirappalli



Marketing Partner
jaro education

ABOUT IIM TIRUCHIRAPPALLI

9th Position
among IIMs in NIRF India Ranking 2025

16th Position
in NIRF India Ranking 2025 (Overall Management Category)

18th Rank
BT-MDRA India's Best B-Schools 2024

21st Position
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 59 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.



DIRECTOR'S MESSAGE



PROF. GODWIN TENNYSON

(Director in Charge)

Indian Institute of Management Tiruchirappalli (IIMT), established in 2011 as the sixth 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 in 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 hundred 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 the 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.



PROGRAMME CHAIRS



PROF. SHUBHENDU SINGH

Faculty member in the Operations Management and Decision Sciences area
IIM Tiruchirappalli

Prof. Shubhendu Singh is a faculty member in the Operations Management and Decision Sciences area at the Indian Institute of Management Tiruchirappalli, India. He earned his Ph.D. in Industrial and Management Engineering from the Indian Institute of Technology, Kanpur. His doctoral research was recognized with the Outstanding Ph.D. Thesis Award for being the best dissertation in the department at the Institute's 58th Convocation. Prior to this, he completed his Masters in Manufacturing Technology from the National Institute of Technology, Jalandhar, where he was honored with the Director's Gold Medal for exceptional academic performance. He also holds a Bachelor's degree in Mechanical Engineering from the National Institute of Technology, Surat. Prior to joining IIM Tiruchirappalli, he served as the faculty member at the Goa Institute of Management.

His research is positioned at the convergence of technology and innovation management, with a particular focus on how technological advancements are reshaping supply chain systems. He explores how disruptive technologies, including 3D printing and digital twin systems, are reshaping the landscape of supply chain digitization, resilience, and sustainability, paving the way for next-generation supply chain models. In addition to exploring the strategic and operational implications of these technologies, he also develops and applies modeling approaches to support supply chain decision-making under various degrees and types of uncertainties and risk, providing both theoretical insights and practical solutions to complex supply chain challenges. His work has been featured in several esteemed peer-reviewed international journals, including Computers and Industrial Engineering, Technological Forecasting and Social Change, Business Strategy and the Environment, and Journal of Industrial Information Integration. His work has also received best paper awards in various international and national conferences, including the International Conference on Industrial and Manufacturing Systems (CIMS) and the National Conference on Climate Change and Renewable Energy Integration towards Net Zero. He also serves as a reviewer for various reputed international journals, including the IEEE Transactions of Engineering Management, Annals of Operations Research, and Production Planning and Control.

In addition to his research, he is passionate about teaching and has a keen interest in courses related to Operations and Supply Chain Management.

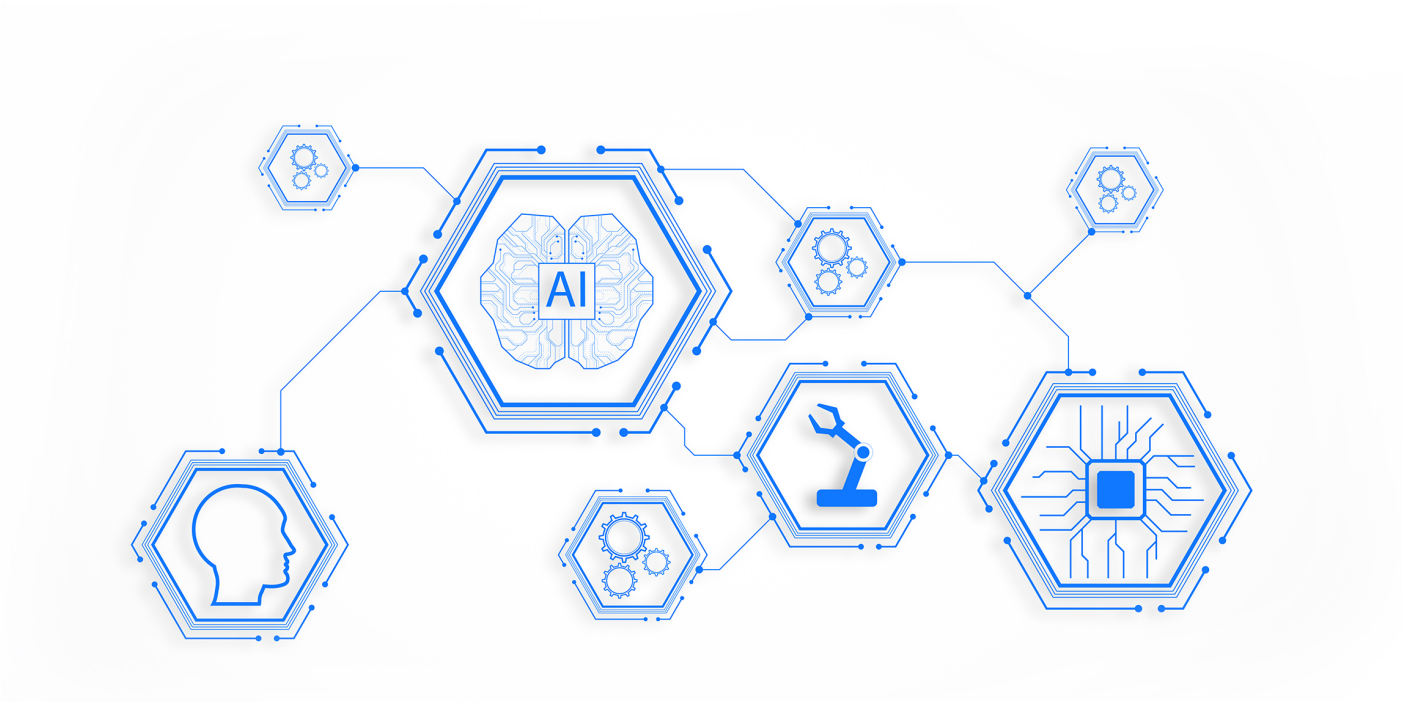
PROGRAMME CHAIRS



PROF. GOPINATH K

Faculty member,
Information Systems & Analytics area,
IIM Tiruchirappalli

Prof. Gopinath K is an Assistant Professor in the Information Systems & Analytics area. He received his PhD from the Indian Institute of Technology Madras. He holds an MBA degree from NIT Tiruchirappalli and a BE in Computer Science from Anna University. He has more than five years of industry experience and has worked as a Consultant with Infosys, where he was involved in business analysis, IT consulting, and solution design. His broad research interests include e-commerce, digital health, wearables, and disruptive technologies. He is keen to explore the adoption, digital transformation, and evolution of innovative technologies. His research work has appeared in peer-reviewed journals such as the International Journal of Information Management, Communications of the Association for Information Systems, Health Policy & Technology, and Technology Analysis & Strategic Management. He has also presented his research at national and international conferences.



THE FUTURE IS ANALYTICS-DRIVEN: MARKET, SKILLS & GROWTH

Explosive Market Growth & Demand

- The global AI in data analytics market is projected to grow from an estimated USD 31.2 billion in 2025 to nearly USD 311 billion by 2034, at a rapid CAGR of ~29%, driven by enterprise digitisation and data-intensive decision systems.

*Business Web Wire

- The broader Business Analytics Market is expected to expand from ~USD 91 billion in 2025 to over USD 138 billion by 2030 (CAGR ~8.7%), as organisations embed analytics in core workflows.

*Mordor Intelligence

- India stands out as a global hub for analytics talent, with 17.4% of job postings requiring data analytics skills—the highest share worldwide, and AI/ML skills postings rising by 65% over five years.

*The Financial Express

Business Analytics and AI are not future curiosities; they're strategic necessities, with exponential market growth and job demand across industries.



Programme Overview

In today's hyper-competitive business landscape, data has emerged as the world's most valuable asset. Organisations that harness data intelligently consistently outperform peers in growth, innovation, and operational efficiency. Business Intelligence tools and methodologies play a critical role in analysing historical and real-time data, enabling managers to gain clear visibility into past and current performance and make timely, evidence-based decisions. Building on this foundation, Business Analytics leverages statistical, predictive, optimisation, and simulation models, enhanced by AI applications, to uncover deeper insights, anticipate future outcomes, and improve strategic planning. This programme equips professionals with the analytical acumen and practical frameworks required to translate complex data into actionable intelligence, empowering them to drive analytics-led transformation and informed decision-making across business functions. The programme will focus on building a strong foundational understanding of analytics, equipping participants with tools for data modelling and analysis, applying analytical methods for informed business decision-making, and learning through case studies and real-world applications across diverse business domains.

Key Objectives

- Analyse and present data in clear, actionable formats
- Design intuitive dashboards and user-friendly analytics tools
- Read, interpret, and evaluate analytics reports with confidence
- Understand key challenges in implementing analytics initiatives
- Apply analytics insights to drive better business decisions

Who Should Attend?

- If you desire to improve your analytical capability for effective decision-making, this programme is for you!
- Get hands-on training in programming languages and tools, including R, Python, Tableau, Power BI, etc.
- Learn with experienced IIM Tiruchirappalli Faculty.
- Working Professionals or aspiring executives desiring to improve their analytical capability for effective decision-making.
- Candidates with a zeal to learn Analytics and its business applications.

Programme Highlights

- Executive Education Programme Alumni of IIM Trichy
- Convenient Direct to Device Learning (D2D)
- Case Study-Based Learning
- Proven Pedagogy Based on Simulations and Experiential Learning
- Explore Business Acumen with Capstone Projects
- Peer Networking at Campus Immersion
- Campus Visits (one campus visit of 3 days)

KEY LEARNING OUTCOMES

- Master business statistics & data-driven decision-making
- Craft insightful data visualisations & stories
- Build predictive models with R & Python
- Apply AI/ML & data mining to real-world challenges
- Enable analytics-driven decisions in operations, supply chain & risk

PEDAGOGY

- **Mode**
  Hybrid mode of learning – One Campus Visit of 3 Days + Synchronous Online Sessions (3 Hours of Live Learning Per Week)

- **Industry-Relevant Pedagogy**

Lectures | Real-world Case Discussions | Hands-on Training

- **Powerful Analytics Toolkit**

Excel | tableau | Power BI | R | python

- **Applied Learning Focus**

Module-wise Assessments + Real-world Capstone Project

Note

Course evaluation includes module-wise assessments and a Capstone Project, ideally based on the participant's organization, to apply and demonstrate learned concepts.



PROGRAMME CONTENT

Prescriptive Analytics

- Formulating and solving decision problems
- Linear Programming Basics and Applications
- Binary Integer Programming
- Decision Making under Uncertainty and Risk
- Simulation Modelling

Fundamentals of Business Statistics

- Descriptive Statistics
- Probability Distributions
- Sampling and Sampling Distributions
- Introduction to Hypothesis Testing
- Introduction to Linear Regression

Data Science using Python

- Introduction to Python and Pandas Data Frame Basics
- Data Visualization
- Data Manipulation
- Feature Engineering Basics
- Introduction to Text Data Pre-Processing

Business Research Methods

- Visual and Projective Techniques
- Measurement and Scaling
- Questionnaire Design
- Data Analysis

Data Visualization with Power BI and Tableau

- Visualization Imperative
- Design of Tables and Graphs
- Creating Data Models and Dashboards
- Exploratory Analysis
- Visualizing Data using Advanced Charts
- Storytelling using Visualization
- Interactive Analytics with Tableau/Power BI

Machine Learning Using Python

- Machine Learning Lifecycle and Model Governance
  - Model validation and cross-validation
  - Bias–variance trade-off and overfitting control
  - Performance metrics and business-aligned evaluation

- **Supervised Learning for Predictive Business Problems**
  - Decision Trees for interpretable decision logic
  - Support Vector Machines for complex classification tasks
- **Advanced Supervised Learning for Performance Optimization**
  - Ensemble learning concepts
  - Bagging: Random Forests
  - Boosting: Adaptive and Gradient Boosting
- **Model combination strategies**
  - Voting and Stacking
- **Unsupervised Learning for Business Discovery and Risk Detection**
  - Clustering for segmentation and pattern discovery
  - Anomaly detection for fraud, risk, and exception management

Predictive Modelling

- Simple Linear Regression
- Multiple Linear Regression
- Time Series Analysis
- Logistic Regression
- Forecasting Models and Applications

SQL for Data Science

- Selecting and Retrieving Data
- Subqueries and Joins
- Filtering, Sorting, and Calculating Data
- Modifying and Analyzing Data

Financial Analytics

- Financial measures and ratios analytics
- Analyzing a company's financial performance
- Preparing the projected financial statement
- Portfolio Optimization
- Financial risk analytics

People Analytics

- People Analytics and Business Performance
- Cost-Benefit Analyses
- Talent Analytics

Marketing Analytics

- Product Positioning
- Conjoint Analysis
- Customer Lifetime Value
- Recommender Systems for Digital and E-Business Platforms

Operations and Supply Chain Analytics

- Supply Network Optimization
- Inventory Analytics
- Sourcing Analytics
- Manufacturing Analytics

Natural Language Processing and Applications

- From Text to Insight: The Text Analytics Journey
- Understanding Customer Voice through Sentiment Mining
- Discovering Hidden Themes with Topic Modeling

Artificial Intelligence and Deep Learning

- Introduction to Neural Networks
- Driving Business Value with AI Architectures
  - Dense Neural Networks for Predictive and Decision Intelligence
  - Convolutional Neural Networks for Visual and Pattern Recognition
  - Sequential Neural Networks for Temporal and Sequential Data
  - Transformers and Large Language Models for Enterprise Intelligence
  - Advanced NLP and Text Analytics for Business Insights

Generative AI and Applications

- Prompt Engineering & Optimization
- Retrieval Augmented Generation
- Agentic AI for Process Automation
- Gen AI for Content Generation

MLOps & AI Deployment

- AI Model Monitoring & Maintenance
- AI Deployment Best Practices

Capstone Project

PROGRAMME DETAILS

Duration	• 1 Year
Total Programme Hours	• In-Campus Module: 18 Hours • Synchronous Online Learning: 153 Hours • Total Learning Duration: 171 Hours • Module sessions: 104 • Capstone sessions: 6 • Excel and case pedagogy sessions: 4
Campus Immersion	• One campus visit for 3 days at the IIM Tiruchirappalli campus (Mandatory).
Session Timings	• One 3-hour session per week Sunday, 6:00 PM to 9:15 PM

Application Closure Date	|	Closing Soon
Technical Orientation Date	|	27th February 2027
Programme Inauguration & Orientation	|	28th February 2027

ELIGIBILITY CRITERIA

- Bachelor's Degree with at least 50% marks or equivalent CGPA.
- A minimum of 1 year post-qualification work experience is required.

PROGRAMME FEE DETAILS

Application Fee - INR 1,500/- + GST

Total Programme Fee
(Exclusive of Application Fee)

INR 2,50,000/- + GST

Instalment Pattern

Instalment 1 : INR 85,000/-
Before Term 1 As per the offer letter

Instalment 2 : INR 85,000/-
Before Term 2 10th May 2027

Instalment 3 : INR 80,000/-
Before Term 3 10th August 2027

EMI Options Available*
*Financing approval and EMI are at the discretion of the finance partners

PROGRAMME CERTIFICATION

"Post Graduate Certification Programme in Business Analytics & Artificial Intelligence (AI) Applications" for those who successfully complete the prescribed course of study and fulfill all other academic requirements



IIM TRICHY

भारतीय प्रबन्धन संस्थान तिरूचिरापल्ली

Indian Institute of Management Tiruchirappalli

Certificate of Completion

This is to certify that

XXXX XXXX XXXX

Roll Number: xxxxx xxxx

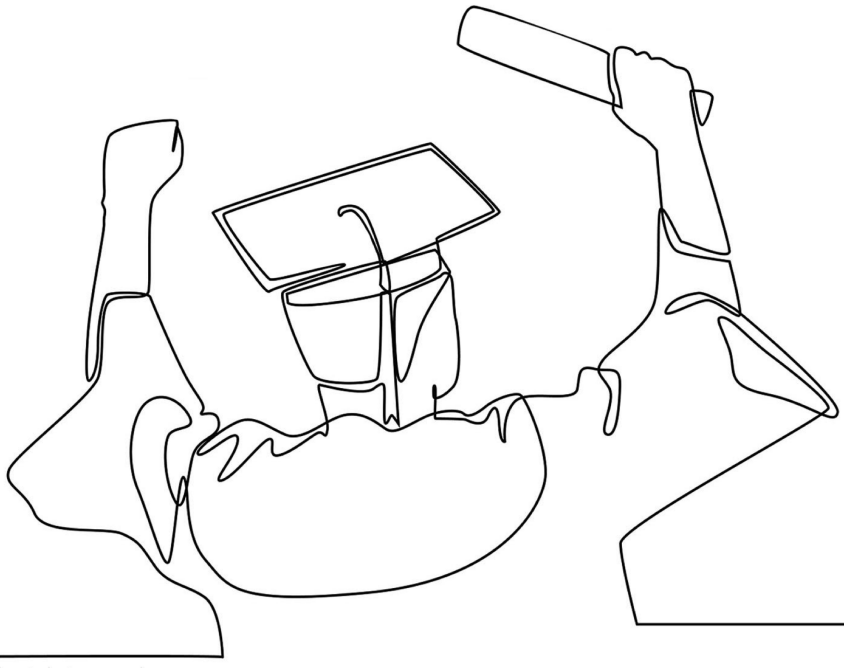
has successfully completed the

Post Graduate Certification Programme in Business Analytics & Artificial Intelligence (AI) Applications

Blended learning mode given on [Date] to [Date]

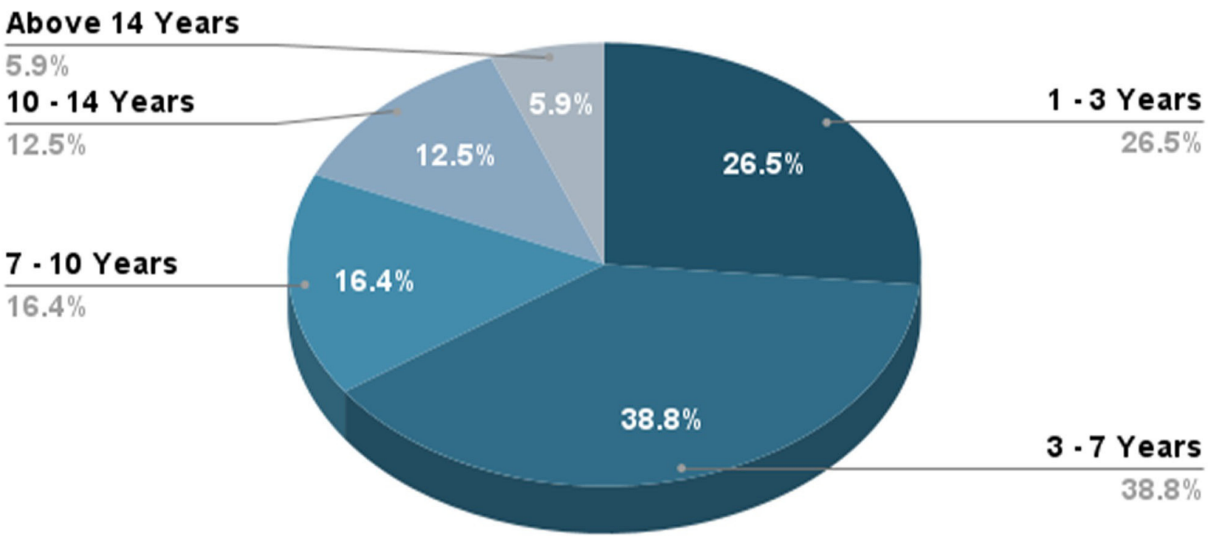
Programme Director | Programme Director | Dean Corporate Relation & Faculty affairs | Director

Sr.No.: xxx xxx xxx xxx

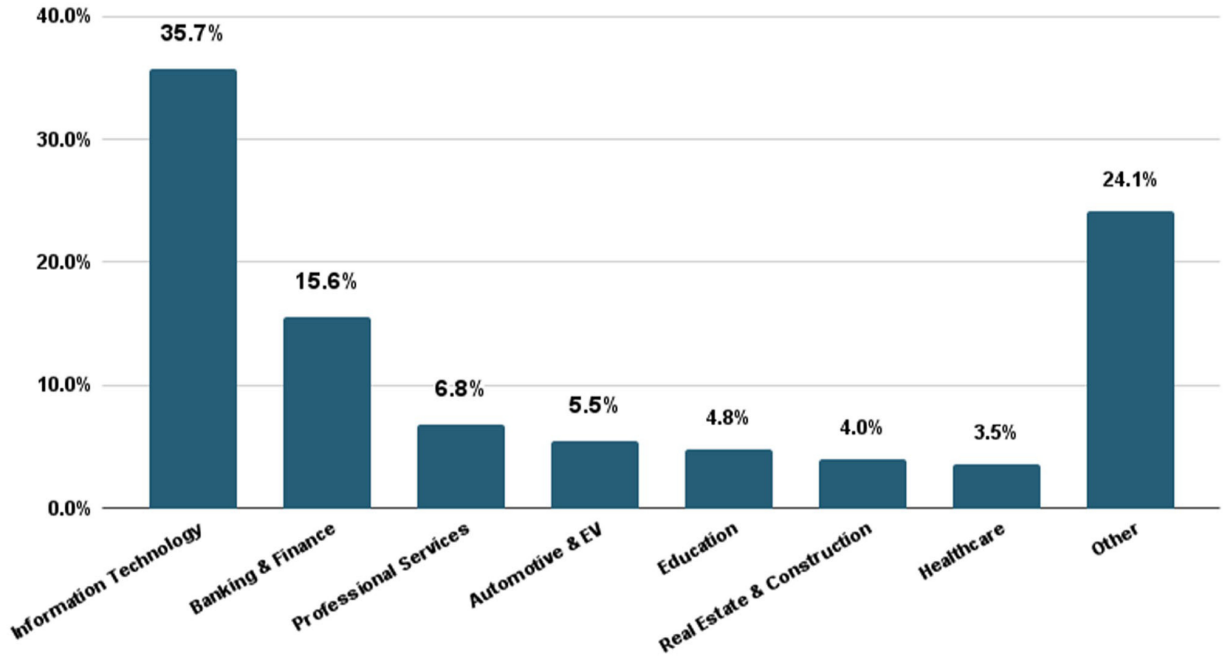


A CLOSER LOOK AT OUR LATEST COHORT'S DEMOGRAPHICS

Work Experience



Industry Representation



A CLOSER LOOK AT OUR LATEST COHORT'S DEMOGRAPHICS

Top Organizations Represented

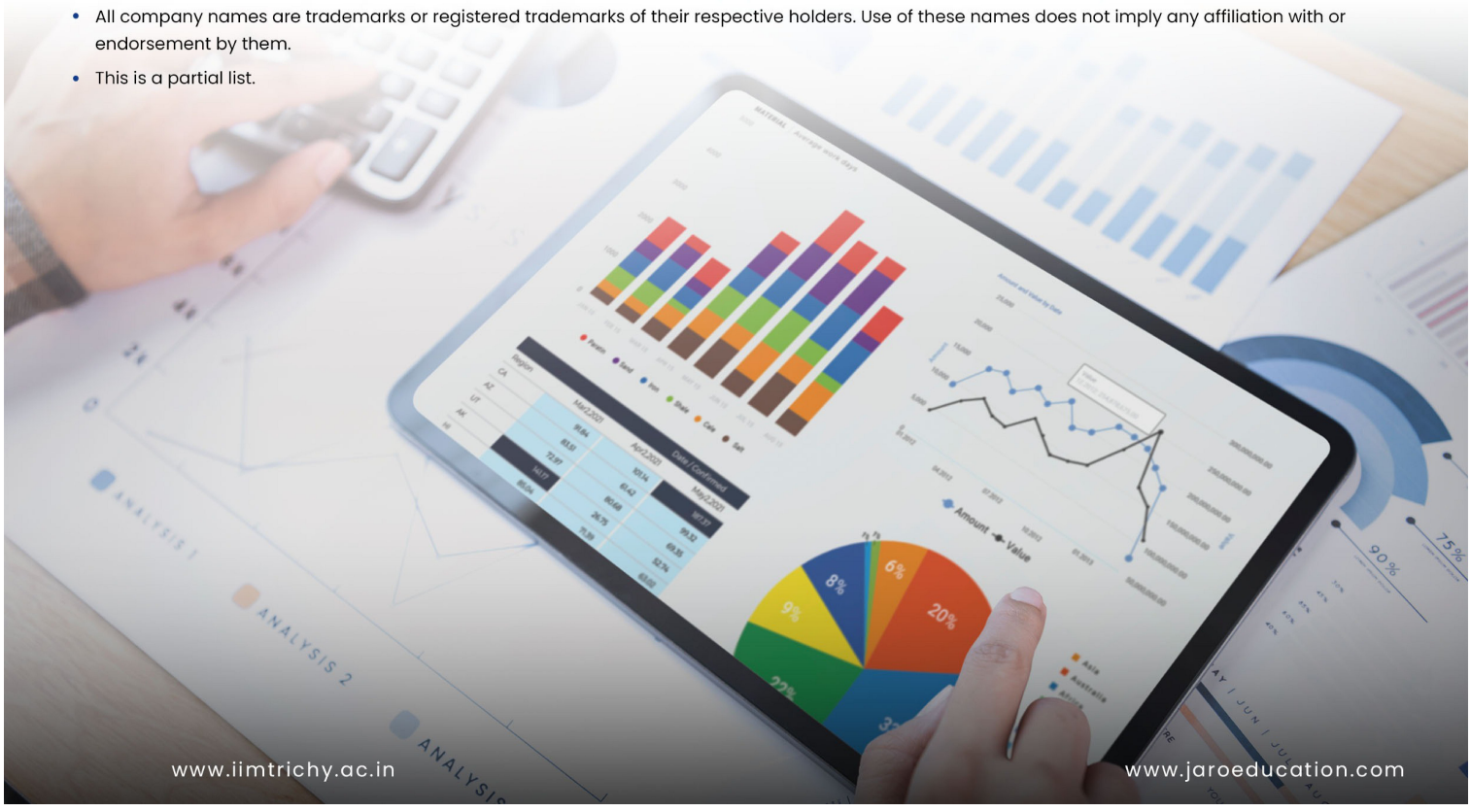
amazon | JPMorgan Chase & Co. | IBM | ORACLE | Bank of America | HSBC | Deloitte. | accenture | Wells Fargo | HCL | TCS Tata Consultancy Services | Flipkart

Top Designations

- Chief Executive Officer
- Vice President
- Senior General Manager
- Senior Business Analyst
- Senior Software Engineer
- Senior Research Associate
- Team Leader
- Financial Analyst

Note:

- Past performance does not guarantee future results.
- All company names are trademarks or registered trademarks of their respective holders. Use of these names does not imply any affiliation with or endorsement by them.
- This is a partial list.



HEAR FROM THE PARTICIPANTS



MR. AKSHAY MAHESHWARI

I highly recommend IIM Trichy's PGCBAA programme offered by Jaro Education to anyone looking to upgrade their skills and boost their career. As an MBA graduate, I knew the importance of staying relevant in today's job market and the dream of graduating from an IIM. The programme was like a stepping stone that opened multiple career options for me. I gained immense knowledge and skills, including analytics skills that have proved to be very relevant today. The IIM brand and alumni network is invaluable, and I built a strong network with other professionals. Jaro Education provided seamless support throughout the programme, with lectures, exams, and quizzes arranged seamlessly. This certification has been an add-on to my current skills and hard work that I have put in. After completing the programme, I received a 15% increment in my current company, Deutsche Bank, and multiple offers from other banks with a 25% to 30% hike and a designation of AVP.



HEAR FROM THE PARTICIPANTS

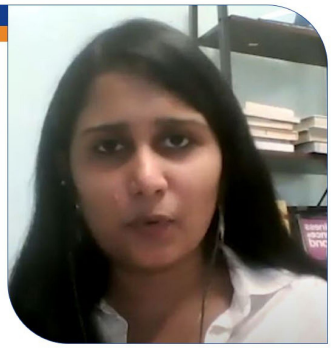


MS. MOUNICA KUCHIBHOTIA

Software Developer Analyst - NTT Data

> The programme has managed to establish a perfect virtual classroom experience, even when competing with the environment of a real classroom. The faculty are amazing as well, dedicating themselves to ensure each and every session is conducted with a goal to learn with perfection.

Click to Watch Now!



MS. ROOPA KANNAN

Associate at IIT Madras Incubation Cell- Startup Support and Investor Relations

> In terms of investment of money and time, I feel this is one of the best decisions I have made. My basic intention for taking this course was to understand how data affects business decisions and I have gained a different perspective on how data can be segregated and used to give meaningful suggestions and insights. Thus, I had a very intriguing experience with the programme.

Click to Watch Now!

About Jaro Education

3, 50, 000+
Careers Transformed

120+
Programmes from Diverse Domains

30+
World's Leading Academic Partners

23+
Learning Centres across India, USA & Singapore

18+
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 Icon Awards 2023
India's Most Trusted Online Higher Education Company

Jaro Education is an online higher education and upskilling 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 & PhD, 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.

jaro education

Get in Touch

with Our Admission Representatives

IIM Trichy Executive Education and Consulting office

0431 -250 5025

online@iimtrichy.ac.in

www.iimtrichy.ac.in

Mr. C. Karthikeyan

+91-8976985713

admission.iimt@jaro.in

www.jaroeducation.com

Apply Now!

Jaro Education's Presence

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune