

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



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 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).

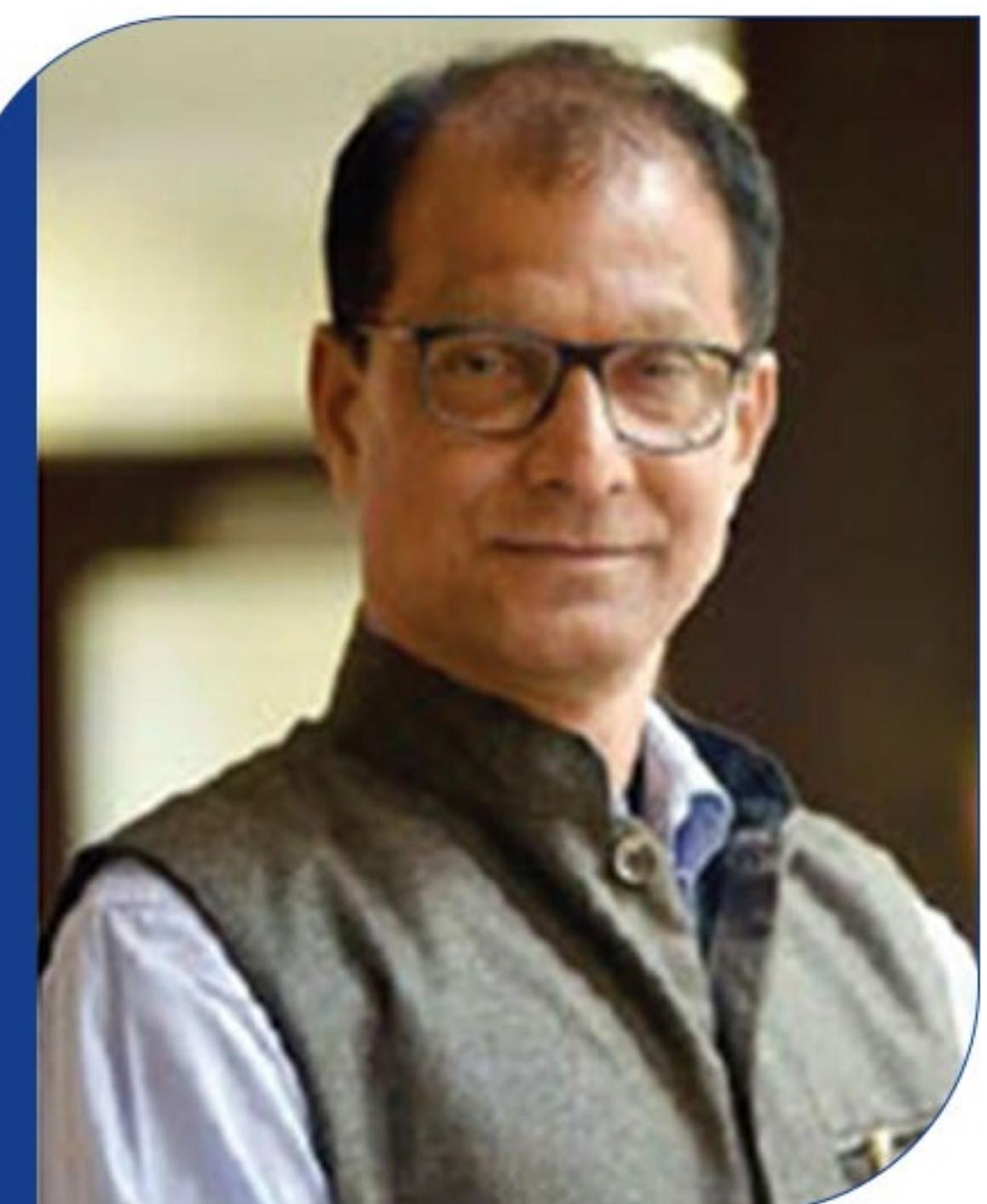
The institute's commitment to excellence is reflected in its accreditations. IIM Trichy holds the prestigious accreditation from the Association of MBAs (AMBA) and is a member of the Association to Advance Collegiate Schools of Business (AACSB), underscoring its adherence to global standards in management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



Features among the Top 2% of
Business Schools globally





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.



PROGRAMME CHAIRS



PROF. VENKATARAGHAVAN KRISHNASWAMY

**Associate Professor in the Information Systems and Analytics Area,
IIM Tiruchirappalli**

Prof. Venkataraghavan Krishnaswamy is an Associate Professor in the Information Systems and Analytics Area. He holds a PhD from the Department of Management Studies, Indian Institute of Technology Madras.

His research explores the business value of information technology, emerging technologies and their applications, and enterprise information systems. With eight years of industry experience, he previously worked as a Principal Data Scientist at a telecom analytics start-up and as an ERP Package Solution Consultant at IBM and NTT India.

PROF. SIRISH KUMAR GOUDA

**Associate Professor in the Operations Management and Decision Sciences Area,
IIM Tiruchirappalli**



Prof. Sirish Kumar Gouda is an Associate Professor in the Operations Management and Decision Sciences area. He holds a doctoral degree from the Indian Institute of Management Bangalore and a bachelor's degree from NIT Warangal. He has prior work experience in the areas of supply chain consulting, EdTech, and financial inclusion.

He has several publications in leading Operations Management journals such as European Journal of Operational Research, Transportation Research: Part E, International Journal of Production Economics, and International Journal of Production Research. He has also presented his research work at several national and international conferences.

He has trained professionals from several corporate organizations in the areas of process improvement, operational leadership, supply chain management, supply chain analytics, and sustainable operations.

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

Case Study-Based
Learning

Explore Business Acumen
with Capstone Projects

Campus Visits (one
campus visit of 3 days)

Convenient Direct to
Device Learning (D2D)

Proven Pedagogy
Based on Simulations and
Experiential Learning

Peer Networking
at Campus Immersion

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

- **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**



- **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

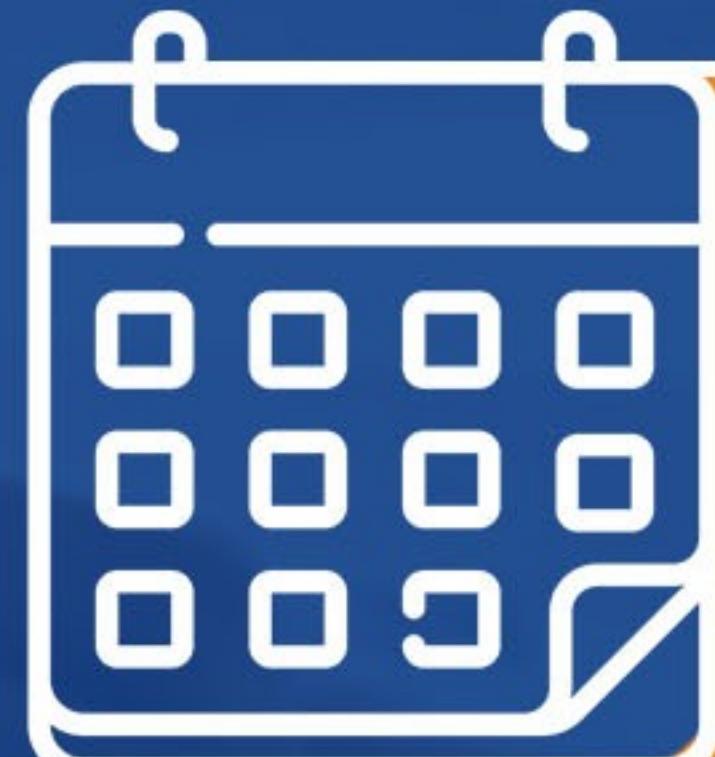
MLOps & AI Deployment

- ▶ AI Model Monitoring & Maintenance
- ▶ AI Deployment Best Practices

Capstone Project

PROGRAMME DETAILS

Duration	<ul style="list-style-type: none">1 Year
Total Programme Hours	<ul style="list-style-type: none">In-Campus Module: 18 HoursSynchronous Online Learning: 153 HoursTotal Learning Duration: 171 Hours
Campus Immersion	<ul style="list-style-type: none">One campus visit for 3 days at the IIM Tiruchirappalli campus (Mandatory).
Session Timings	<ul style="list-style-type: none">One 3-hour session per week Sunday, 6:00 PM to 9:15 PM



Application Closure Date	Closing Soon
Technical Orientation Date	18 th April 2026
Programme Inauguration & Orientation	19 th April 2026

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 July 2026

Instalment 3 : INR 80,000/-
Before Term 3 - 10th October 2026

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



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
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]

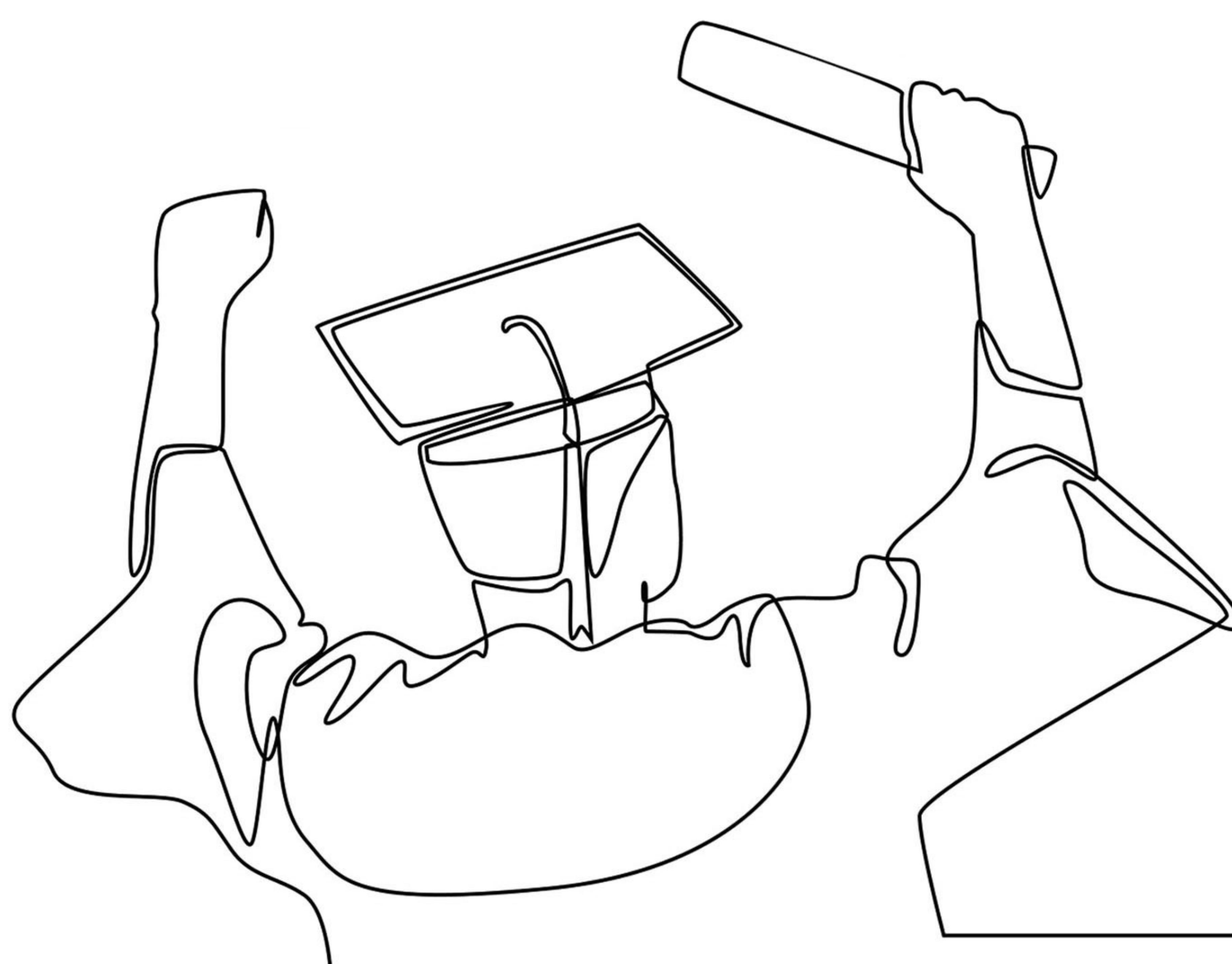
Programme Director

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

Above 14 Years

5.9%

10 - 14 Years

12.5%

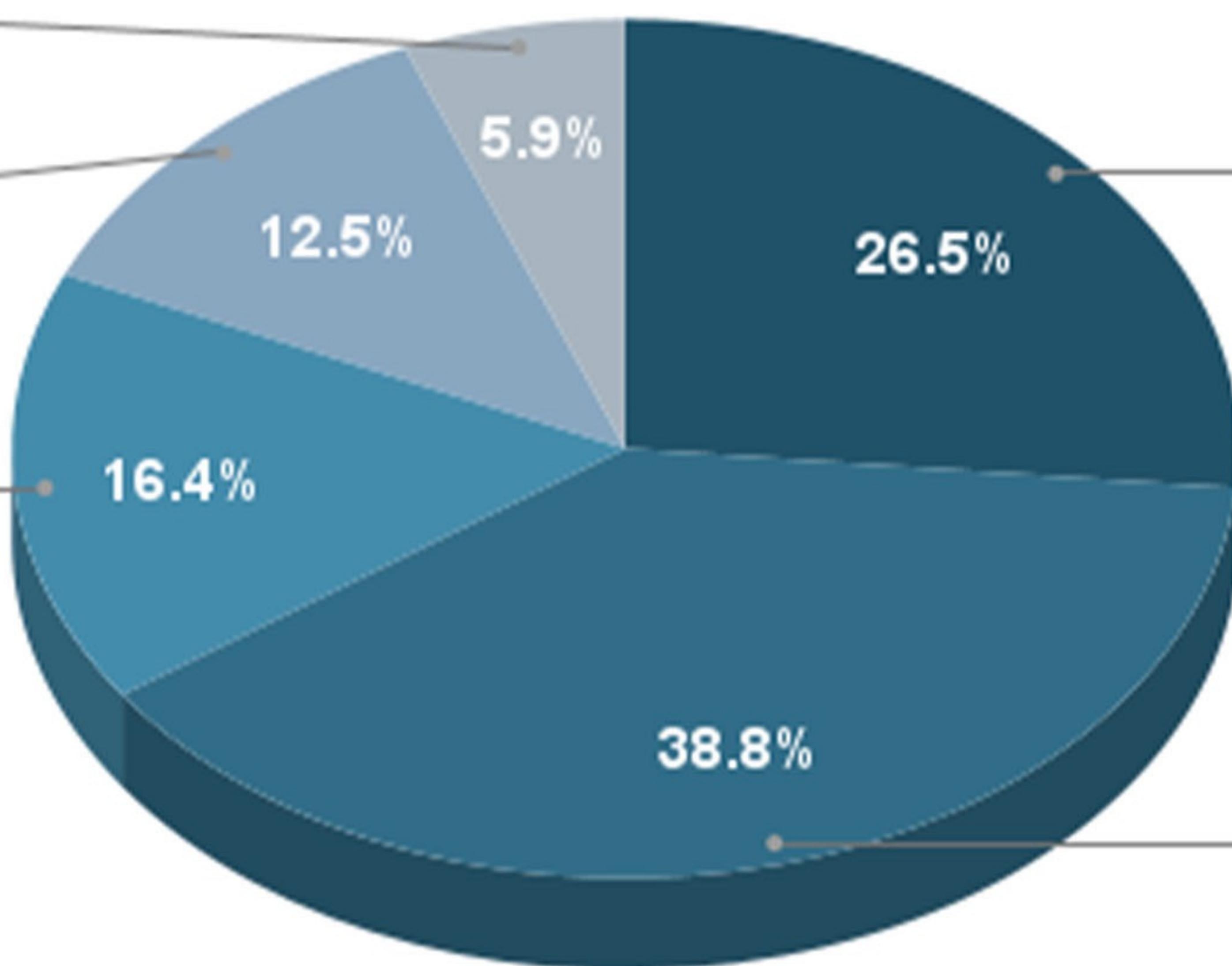
7 - 10 Years

16.4%

5.9%

12.5%

26.5%



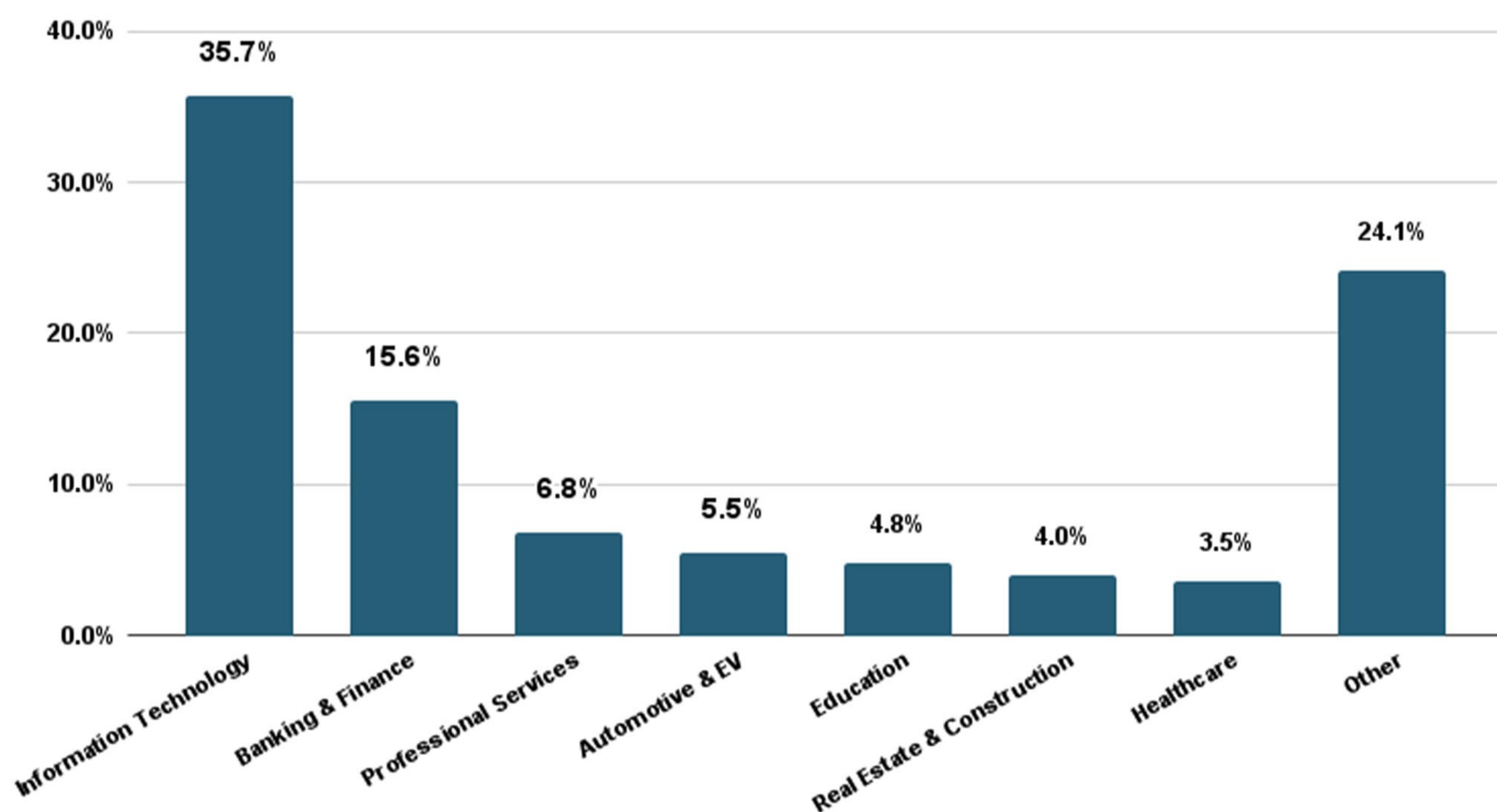
1 - 3 Years

26.5%

3 - 7 Years

38.8%

Industry Representation

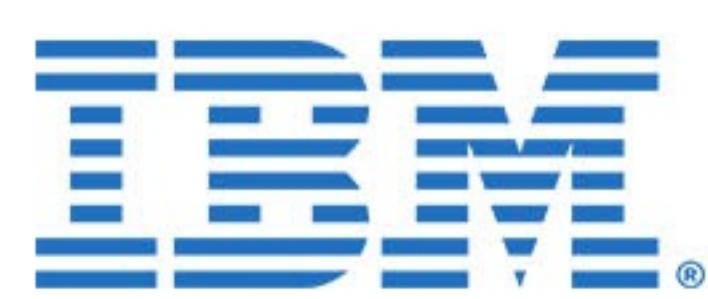


A CLOSER LOOK AT OUR LATEST COHORT'S DEMOGRAPHICS

Top Organizations Represented



JPMORGAN CHASE & CO.



ORACLE



Chief Executive Officer

Senior Software Engineer

Vice President

Senior Research Associate

Senior General Manager

Team Leader

Senior Business Analyst

Financial Analyst

Top Designations

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 PGCBA 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.

”

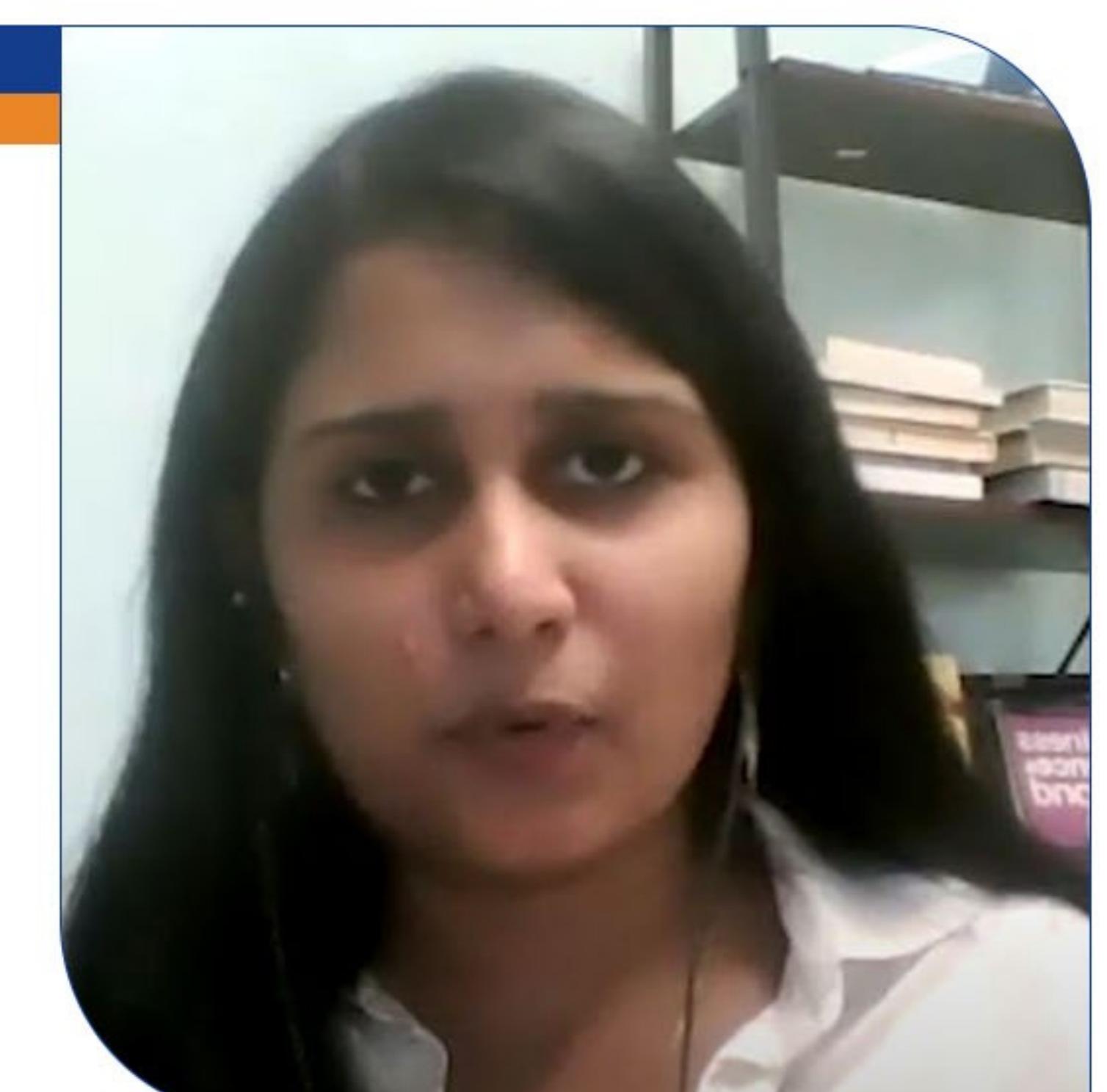


Click to Watch Now!

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.

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 leaders.

Career Sessions

Jaro Connect offers expert-led bootcamps on industry trends.

Note: IIM Tiruchirappalli 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

Get in Touch
with Our Admission Representatives

**IIM Trichy Executive Education
and Consulting office**

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✉️ online@iimtrichy.ac.in

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Apply Now! ➤

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✉️ admission.iimt@jaro.in

🌐 www.jaroeducation.com

Jaro Education's Presence

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