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Explore new
Career Opportunities in
Business Analytics

Post Graduate Certificate Programme in
**Business Analytics
and Applications**

About IIM Tiruchirappalli

IIM Tiruchirappalli (IIMT) is one of the fastest-growing second-generation IIMs with a full-fledged state-of-the-art campus spread over 176 acres. Started in 2011, the institute has established its name as one of the premier management institutions with capabilities in creating and disseminating management knowledge. The institute has 33 faculty members with strong academic and industrial experience.

Faculty members are from leading management educational institutions both from India, like IIMs and IITs, and also from foreign universities. The institute, apart from running flagship Post Graduate Programme in Management, also has doctoral programmes and post graduate programmes in business management for working managers.

IIM Tiruchirappalli was conferred with the Leadership & Innovation Award: 2020 in the Business School Category by the Higher Education Forum (HEF) at the 11th HEF Annual Convention. The Institute is placed 7th among top B-Schools in Outlook-ICARE India MBA Rankings 2020.

IIM Tiruchirappalli has been placed at 17th rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India in the category of Management Institutions. The eLearning Center of Executive Education and Consultancy (EEC) furthers the mission of IIMT to reach out to aspiring executives keeping in mind their time and location constraints.

The e-learning programmes enable IIMT to foray into the online Executive Education space with a single-minded focus to make quality management education contemporary, conveniently accessible and affordable.



Director's Message



Prof. Pawan Kumar Singh

The 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 completed the 10-year milestone. Tiruchirappalli is a vibrant city widely known for its art and culture that dates back to thousands of years. Now the city is the hub of educational institutions, scholastic centers, 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 takes on the responsibility of shaping the students into leaders of tomorrow who would be the catalysts of change for the betterment of society. IIMT is functioning 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 adding value to the society and nation. Starting journey with an intake of 84 students, today we host over 500 students and offer diverse Programmes such as: 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 the working executives. The Executive Education & Consulting under IIM Tiruchirappalli offers both short duration and long duration programmes, Faculty Development Programmes, and e-Learning Programmes especially designed to enhance the skills and knowledge of the corporate managers. Through a carefully designed curriculum, we shape our students as future leaders with deeper understanding. We also strive to create dynamic and innovative entrepreneurs who could bring positive changes in the Society.

Our strength comes from our faculty members and dedicated staff. Our faculty possess the highest level of innovative and interactive skills. They not only impart knowledge but also instill the core values and ethos of invincible Indian culture. We develop a spirit of enquiry into the minds of our students and for fruitful purposes invite them to challenge the existing paradigms. High-quality research is always an integral part of IIMT culture. Our thoughtfully created Learning Resource Centre helps the faculty and research scholars to ponder over their ideas in an exquisite academic ambience and produce world-class research output. IIM Tiruchirappalli has expanded its horizons by entering into various collaborations with academia and industry. We have signed agreements of academic cooperation with reputed institutions across the world. Through projects like 'Make a Difference', we imbibe social and national commitments in our students.

We take pride in who we are. We do not fixate on past accomplishments and constantly look for innovative ways to establish our vision to be a leading management institution with a significant impact on business and society. We believe that the Institute has the potential to be transformed into one of the best world-class management schools in India. We invite every stakeholder of the society to join us in this journey of spreading value-based management education.

Prof. Pawan Kumar Singh

The Director

Indian Institute of Management Tiruchirappalli

Source: IIM Tiruchirappalli website

PROGRAMME DIRECTORS



Dr. Sajeet Pradhan

Organizational Behavior & Human Resource Management.
PhD from IIT Kharagpur

Dr. Sajeet Pradhan has completed his PhD from IIT Kharagpur. He holds an MBA degree in HR from Kiit University. He is also UGC-NET qualified. Dr. Sajeet has more than seventeen years of experience in teaching, training and consulting. He is a well-known behavioural trainer having rich experience of more than 3000 training hours in various organizations like IOCL, RailTel, BEML, Exim Bank, IDBI, NHPC, GAIL, Petronet LNG Ltd, ORG MARG AC NIELSEN, KIIT University, and DAV schools. He has trained government officers and corporate executives from more than 50 countries. He has authored 30 ABDC/ABS articles having 1000 plus citations. He is a regular ad-hoc reviewer to ABDC “A” journals like British Journal of Management, International Journal of Conflict Management, Journal of Enterprise Information Management, International Journal of Manpower and Personnel Review.



Dr. Varun Mahajan

Economics & Public Policy Ph.D (IIT Roorkee)

Dr. Varun Mahajan is currently working as an Assistant Professor in Economics & Public Policy area at IIM Trichy. He holds a Ph.D. degree in Economics from Indian Institute of Technology (IIT) Roorkee, India. Prior to joining IIM Trichy, he was working as an Assistant Professor at IBS Hyderabad. He was awarded Junior Research Fellowship by UGC for Ph.D. He has around 11 years of experience in teaching and research. He has a rich experience of teaching executive programmes. His research areas are Industrial Economics, Data Envelopment Analysis, Efficiency, Productivity, Indian Pharmaceutical Industry and Applied Econometrics etc. He is a regular ad-hoc reviewer of reputed ABDC listed journals. He has published a number of research papers in refereed national and international journals indexed in ABDC, ABS, Scopus and Web of Science.

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Business Analytics and Applications Career in India

- The median Business Analyst salary in India is recorded to go up to Rs. 750k in the coming years.
- Analytics professionals earn 23% more than most job profiles in India
- The India in-memory analytics market is projected to record a CAGR of 24.35%

Source- The Hindu. Inkwood Research. Glassdoor.

BUSINESS ANALYST SALARIES

Average salary of an employee as Business Analyst is ₹15.7 lakhs.



Employees as Business Analyst earn an average of ₹15.7 lakhs, mostly ranging from ₹5.0 lakhs to ₹40.0 lakhs

Source: 6figr- Business Analyst Salaries 2021

Why Choose This Business Analytics and Applications Programme?

- 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



Programme Overview:

Post Graduate Certificate Programme in Business Analytics and Applications is a 1 Year programme offered by Indian Institute of Management Tiruchirappalli (IIM Tiruchirappalli).

It is designed to help working professionals learn the required skills and knowledge for asking meaningful questions, addressing it with analysis of data, and finally make decisions with insights gained from the analysis.

The ability to derive meaningful insights from data for making informed business decisions has become inevitable, irrespective of the size of the business. This is considered as a vital skill in this fast-paced world. Business Intelligence tools and methods are helpful to get insights on the past and current business performance, and enables managers to make quick evidence-based decisions.

Business Analytics (BA), using statistical, predictive, optimization and simulation models, generates useful insights to help managers improve business planning and future performance.

The programme will focus on:

- Basic understanding required for an analytics study
- Tools for building and analyzing models
- Analytical methods for making informed business decisions
- Case studies and applications from different business domains

Programme Objectives:

At the end of the programme, participants would be capable of:

- Analyzing and representing the data in a manner that is useful and easier to understand
- Understanding and Interpreting Analytical reports
- Creating dashboards and user-friendly tools for analysis
- Understanding the challenges in implementing an analytics study

Pedagogy:

- The programme will be offered in a hybrid mode with one in-campus module at the start of the programme (subject to prevailing pandemic situation) and the rest delivered in a synchronous learning mode. The synchronous learning classes will be spread over approximately 56-64 weeks with 3 hours of contact time per week.
- Pedagogy for this programme will be a mix of lectures, case-based discussions and hands-on training. Participants are required to read the various course materials, assimilate and participate in the class discussions. They will get exposure to software tools such as Microsoft Excel, Tableau, PowerBI, SPSS, R and Python.
- Course evaluation will involve assessments for each course. Participants will also work on the Capstone Project (preferably from the organization where they are working) to demonstrate the understanding of the concepts learnt in this programme.



Programme Content

The programme is organized into the following set of modules to equip the participants with the necessary tools and application knowledge to enhance their analytical capabilities.

➤ Analytics Essentials

- Fundamentals of Business Statistics
- Data collection methods
- Visualization and Storytelling with data
- Operations Research for Business

➤ Analytics Tools and Techniques

- Business Intelligence and Analytics with PowerBI
- Predictive Modelling with R
- Data Mining with SPSS
- Python Programming for AI and ML

➤ Applications of Analytics

- Financial Analytics People Analytics Marketing Analytics
- Operations and Supply Chain Analytics
- Risk Analytics

➤ Capstone Project



Programme Highlights:

Case-study

Case study based learning

D2D-Learning

D2D (convenient direct to direct learning)

Campus immersions

Peer networking at campus immersion

Capstone Project

Comprehensive project at the end of the programme

Campus-visits

Campus visits for a total of 3 days*

Alumni status

Executive Education
Programme Alumni of IIM Tiruchirappalli

Data models

Proven Pedagogy consists of new-age tools and techniques

*Subject to prevailing government rules pertaining to the pandemic.

Specimen Certificate

POST GRADUATE CERTIFICATE PROGRAMME IN
BUSINESS ANALYTICS AND APPLICATIONS- IIM TIRUCHIRAPPALLI

for those who successfully complete the prescribed course of study
and fulfill all other academic requirements

		Roll Number: _____	
भारतीय प्रबंध संस्थान तिरुचिरापल्ली Indian Institute of Management Tiruchirappalli			
<i>Certificate Of Successful Completion</i>			
<i>This is to certify that</i>			
<i>Muthupalaniappan PL</i>			
has successfully completed the			
Post Graduate Certificate Programme in Business Analytics and Applications			
through Blended learning held from _____ to _____			
Programme Director	Programme Director	Chairperson, Executive Education & Consulting	Director

Eligibility:

- Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD] awarded by either:
 - Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament.
 - Institutions declared to be deemed as a University under Section 3 of the UGC Act, 1956.
 - Possess an equivalent qualification recognized by the Ministry of HRD, Government of India.
- Reservations will be provided to eligible candidates as per Government of India norms.
- Minimum post-qualification experience of 1 year is desirable.

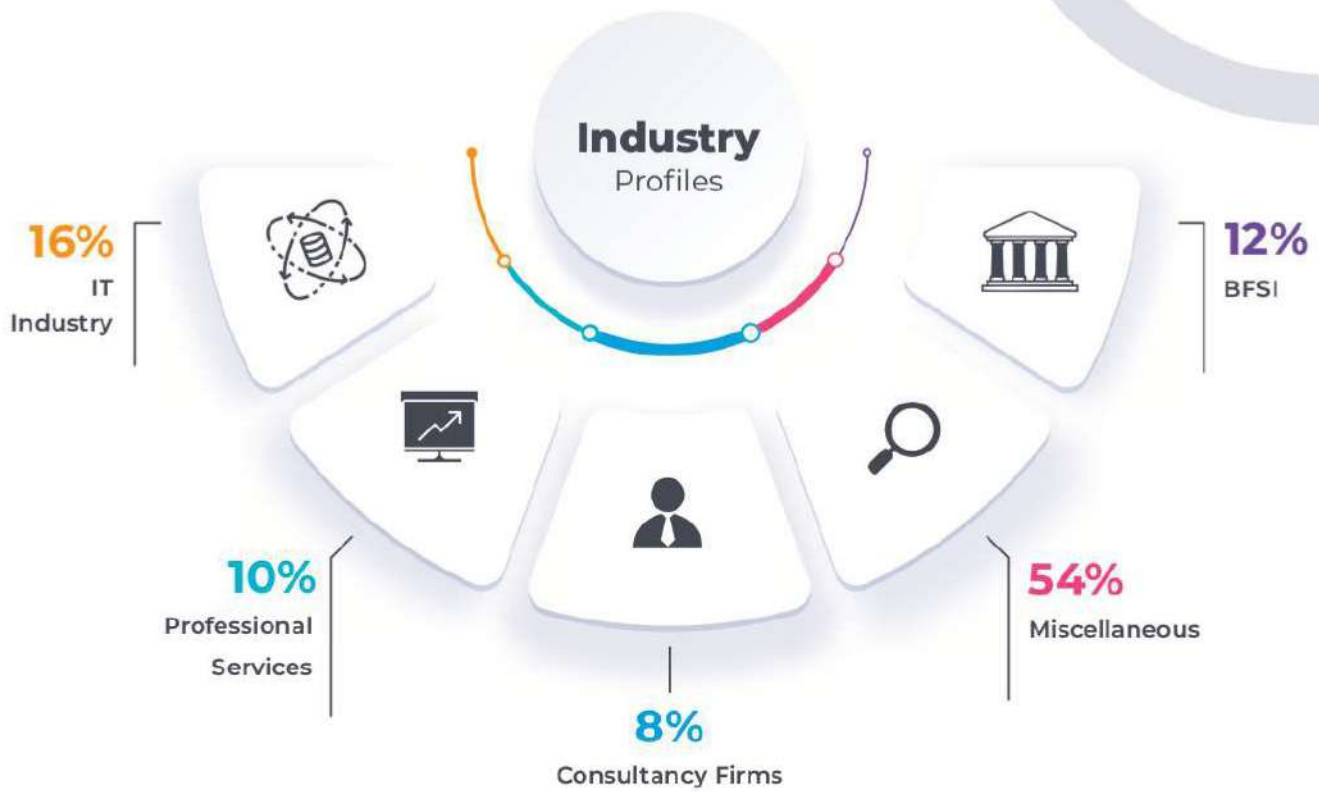
Programme Details:

- **Duration:**
 - 1 Year
- **Batch:**
 - 04
- **Mode of Delivery:**
 - Direct to Device (D2D)
- **Campus Immersion:**
 - 171 hours of engagement including one in-campus module(s) (Conditional on conducive environment)
 - Three days Campus Visits
- **Schedule:**
 - Frequency- Once a week
 - Days- One 3-hour session per week
 - Timings- Sunday 6:00 pm to 9:15 pm
 - Commencement of classes (First in campus)- 16th October 2022

Fee Structure:

Installment Pattern			
1st Installment	2nd Installment	3rd Installment	4th Installment
INR 92,000/-	INR 55,000/-	INR 55,000/-	INR 65,000/-
5 days from the release of offer letter	Before Term 2	Before Term 3	Before Term 4

Recent Batch Analysis



Work Experience



From Our Participants

The participants of the Post Graduate Certificate Programme in Business Analytics and Applications - Batch 1, share their experience:



Ms. Mounica Kuchibhotla

Software Developer Analyst - NTT Data

"The course 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."



Please click here to watch the full video



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."



Please click here to watch the full video

Career Assistance

Profile Building	Resume Review	Placement Assistance	Career Enhancement Sessions
Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.	Moving forward with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.	Get career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities	Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

Note:

IIM Tiruchirappalli or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career Services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the Career Services described here. IIM Tiruchirappalli is not involved in any way with the Career Services described above and offers no commitments.



About Jaro Education

“INDIA'S MOST TRUSTED
ONLINE HIGHER
EDUCATION COMPANY”

1000+

Corporate Associations

3,00,000+

Careers Transformed

2009

Enhancing Career Since



2022
EdTech Leadership Award



2022
National Best Employer Accolade



2019
Economic Times Award



2018
ABP Education Award



2017
Modi Award

Jaro Education has been India's most trusted online higher education company and a pioneer in the Executive Education space since July 2009. The company aims to nurture entrepreneurs and working professionals from entry-level to C-Suite levels in every field and industry by providing executive education programmes that meet their needs.

IIM Tiruchirappalli has empanelled Jaro Education for promotion and admission support for its highly-recognised suite of PG Certification Programmes.

Get in Touch

IIM Tiruchirappalli Executive Education and Consulting Office

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- admission.iimt@jaro.in
- www.jaroeducation.com

Jaro Education's Presence

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