



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli



6-MONTH LIVE ONLINE • EXECUTIVE PROGRAM

Executive Certificate in Generative AI for Management Leaders



Build AI-first strategies for business growth and transformation



Learn live with IIM Trichy professors and industry-led projects



Implement Generative AI and Agentic AI across HR, Marketing, Finance, Operations, and Strategy

Apply Now



ELIGIBILITY

Graduate with 5 years of work experience





THE INSTITUTION

Indian Institute of Management Tiruchirappalli

Established in 2011, IIM Tiruchirappalli is one of India's premier management institutes and an Institute of National Importance under the IIM Act, 2017. It is known for rigorous, research-led management education and for developing leaders who take on complex business challenges across sectors.

RANKINGS & RECOGNITION



Rank #16 (2025)



Accredited



Top 25 B-Schools (2025)

2011

Year established

IIM Act, 2017

Institute of National
Importance

Tiruchirappalli

Tamil Nadu, India

PROGRAM HIGHLIGHTS

Built for outcomes, not theory



AI
BUSINESS
CASE STUDIES

Harvard Business
Case Studies

Decision-grade cases to pressure-test real AI calls.

IIM Trichy
Executive
Certification



IIM Trichy Executive
Certificate

A recognised IIM credential for your profile.

Executive
Capstone
Project



Executive Capstone

Build an AI Adoption Plan for your organisation.

20+
Live Faculty
Sessions



20+ Live Faculty
Sessions

Real-time learning with IIM Trichy faculty.

FACULTY & RECOGNITION

Learn directly from IIM Trichy

Ranked among India's top business schools, taught live by its own program directors and faculty.



MEET YOUR PROGRAMME DIRECTORS



Prof. Ashish Viswanath

Assistant Professor at IIM Tiruchirappalli (Ph.D., IIT Kharagpur). Interested in Responsible AI, Digital Transformation, and Tech Policy; teaches courses on Business Analytics, Machine Learning, Digital Transformation, and Responsible AI.



Prof. Saini Das

Associate Professor at IIM Tiruchirappalli (Ph.D., IIM Lucknow). Researches cybersecurity, data privacy, digital transformation, and AI adoption in healthcare; teaches and researches Information Systems and Analytics.

PROGRAMME FACULTY

Learn from IIM Trichy Faculty



Prof. Jang Bahadur Singh

Associate Professor of Information Systems & Analytics (Fellow, IIM Bangalore; M.Tech, IIT Kharagpur). Researches IT-related societal issues in India, including the digital divide and digital literacy.



Prof. Nimmi P. M.

Assistant Professor of HRM and Organisational Behaviour (Ph.D., Cochin University). Researches careers, employability, and work attitudes. Teaches HRM, HR Analytics, and Career Management.



Prof. Krishna Teja Perannagari

Assistant Professor of Marketing (Ph.D., IIM Kashipur; MBA, JNTU Hyderabad). Specialises in marketing analytics, strategy, and customer management; researches AI in business.



Prof. Shalini V

Assistant Professor of Finance & Accounting (Ph.D., IIT Madras). Researches asset pricing, risk management, and fintech, with eight years of analytics experience in banking and automotive.



Prof. Venkataraghavan Krishnaswamy

Associate Professor of Information Systems & Analytics (Ph.D., IIT Madras). Eight years in industry, including Principal Data Scientist and ERP consultant at IBM and NTT.



Prof. Sirish Kumar Gouda

Associate Professor of Operations Management & Decision Sciences (Fellow, IIM Bangalore; B.Tech, NIT Warangal). Specialises in supply chain analytics and sustainable operations.

AT A GLANCE

Program Snapshot

START DATE	Program Inauguration: 29th October 2026 First Live Class: 1st November 2026
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TIMINGS	2:30 PM – 5:45 PM IST on Sundays*
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DURATION	6 Months
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WEEKLY SCHEDULE	Live online classes on Sunday Self practice / assignments on weekdays
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ELIGIBILITY CRITERIA	Total Years of Experience: 5+ years Education: Graduate
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PROGRAM FEE	₹1,50,000 + GST
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REGISTRATION FEE	₹2,000 (Included in the program fee) EMI from ₹15,750/mo available
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* Registration Fee for the Program is non-refundable.

* IIM-T reserves the right to change class timings & curriculum as per faculty schedules & updates to curriculum.

* 70% Attendance is Mandatory to receive course completion certificate.

THE SHIFT

AI Is No Longer Just a Technology Decision

For business leaders, AI now impacts strategy, productivity, risk, customer experience, and competitive advantage.

✕ 01

Teams are using AI without governance

✕ 02

Business leaders lack structured AI adoption frameworks

✕ 03

AI tools are available, but implementation clarity is missing

✕ 04

Most AI programs are too technical or developer-focused

✕ 05

Leaders need to identify high-impact AI use cases across functions

✕ 06

AI investment is rising without a clear ROI framework

TOOLS YOU'LL USE

Hands-on with the Generative AI & low-code tools leaders actually use.



WHO IT'S FOR

For Leaders Who Want to Turn AI Into Business Impact



ELIGIBILITY

Graduate with 5+ years of work experience



CXOs & Founders



Business & P&L Leaders



Strategy Leaders



Digital Transformation



Functional & Dept Heads



Product & Program Managers



Marketing Leaders



Finance Leaders



Operations Leaders



HR Leaders

Program Curriculum

Become an AI-native leader in your organisation by the end of 6 months.

Module 1

Introduction to Generative AI

Weeks: 02

Hours: 06

Faculty: Prof. Jang Bahadur Singh

Goal:

Build a business-friendly foundation in Artificial Intelligence and Generative AI, enabling managers to understand core concepts and apply structured prompting techniques for practical business use.

What You'll Learn:

Week 1: AI Foundations for Managers

Evolution of AI: Machine Learning and Deep Learning
Transition from Traditional AI to Generative AI
Introduction to Large Language Models (LLMs)
Understanding tokens, probability-based generation and limitation

Week 2: Prompt Engineering & Business Use Cases

Role-based and context-rich prompting
Structured output prompting for business workflows
Chain-of-thought prompting
Few-shot and iterative prompting
Identifying tasks suitable for AI delegation

Projects:

Develop structured prompts for real-world business tasks
Evaluate AI outputs for bias, hallucination, and logical consistency

Tools Covered:

 Gemini  OpenAI  perplexity

Module 2

Generative AI in Human Resources Management

Weeks: 02

Hours: 06

Faculty: Prof. Nimmi PM

Goal:

Understand how Generative AI is transforming HR functions—from recruitment and engagement to employee experience and retention.

What You'll Learn:

Week 1: Generative AI and HR Management

Impact of Generative AI on HR functions
AI tools used in recruitment and engagement
Efficiency gains across HR operations

Week 2: Generative AI Use Cases in HR Practices

Applicant Tracking Systems (ATS) and HRIS integration
AI-powered recruitment workflows
Employee wellness and AI impact (Reflections Story)
Case: HYRGPT – Transforming Applicant Experience

Projects:

Map an AI-powered recruitment workflow
Analyze an AI-enabled HR transformation case

Tools Covered:

 OpenAI (or similar tools)

Module 3

Generative AI in Marketing

Weeks: 03

Hours: 09

Faculty: Prof. Krishna Teja Perannagari

Goal:

Examine how Generative AI interprets market signals and drives value across the marketing value chain, while addressing governance and ethical deployment.

What You'll Learn:

Week 1: Foundations and Value Creation

How Generative AI interprets market signals and customer data
Value creation across the marketing value chain
Risks, bias, governance, and ethical considerations
Case: HubSpot and Motion AI (B)

Week 2: Marketing Campaigns and Growth

AI-driven segmentation and targeting
Campaign ideation and content generation
Media optimization and performance analytics

Week 3: AI and Branding — Strategy & Governance

Generative AI for brand positioning and storytelling
Managing brand voice and consistency
Brand trust, risk, and long-term equity
Case: Sephora – Transforming the Beauty Experience

Projects:

Develop an AI-driven campaign strategy
Analyze a technology-enabled marketing transformation case

Tools Covered:

 Gemini  Google Ads  NotebookLM

Module 4

Generative AI in Finance

Weeks: 02

Hours: 06

Faculty: Prof. Shalini V

Goal:

Explore how Generative AI augments investment analysis and corporate finance decision-making while maintaining accountability and ethical boundaries.

What You'll Learn:

Week 1: AI Foundations for Managers

AI as research assistant and analytical tool
Investment reasoning with AI: power and pitfalls
Designing AI-augmented investment teams

Week 2: Strategic Corporate Finance & the CFO's Role

AI in capital budgeting and capital structure decisions
Risk, governance, and accountability
The evolving role of the AI-enabled CFO

Projects:

AI-assisted investment analysis simulation
Design a human-AI decision framework for corporate finance

Tools Covered:

 OpenAI  python

Module 5

From Generative AI to Agentic AI

Weeks: 03

Hours: 06

Faculty: Prof. Venkataraghavan Krishnaswamy

Goal:

Understand Agentic AI systems that move beyond content generation to planning, reasoning, and action in business contexts.

What You'll Learn:

Week 1: From Conversation to Action

Understanding Agentic AI and intelligent agents
Building first AI agent teams

Week 2: Understanding Customers and Products

AI agents interpreting product and customer data
Sentiment analysis and customer insights

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AI agents interpreting product and customer data
Sentiment analysis and customer insights

Projects:

Design a multi-agent workflow for market entry
Build a basic agentic AI team prototype

Tools Covered:

 colab  python

LLM-based agent frameworks

Module 6

Generative AI for Operations, Processes & Supply Chain

Weeks: 02

Hours: 06

Faculty: Prof. Sirish Kumar Gouda

Goal:

Examine how Generative AI enhances workflows, operational efficiency, and autonomous supply chain systems.

What You'll Learn:

Week 1: Cognitive Operations

SOP-based systems vs self-learning systems
AI in quality management, maintenance, warehousing, and manufacturing

Week 2: Autonomous Supply Chain

AI-enabled supplier selection and negotiation
Vendor management and distribution optimization
From descriptive to predictive and prescriptive systems

Projects:

Design a multi-agent workflow for market entry
Build a basic agentic AI team prototype

Tools Covered:

 OpenAI or similar

Module 7

Generative AI, Digital Strategy & Transformation

Weeks: 03

Hours: 09

Faculty: Prof. Ashish Viswanath

Goal:

Understand how Generative AI drives digital transformation and helps rethink business value creation.

What You'll Learn:

Week 1: Digital Transformation Foundations

What is digital transformation?
Digital Business Design
Case: Digital Transformation at Royal Philips

Week 2: Transforming Business with AI

Competing in the Age of AI
Digital Operating Model Transformation

Week 3: Generative AI Strategy & Transformation Roadmap

Strategic Use of Generative AI
AI Transformation Roadmap
Case: FT & Generative AI

Projects:

Develop a Generative AI transformation roadmap

Tools Covered:

 ChatGPT (or related tools)

Module 8

Generative AI and Governance

Weeks: 02

Hours: 06

Faculty: Prof. Saini Das

Goal:

Understand risks, governance frameworks, and responsible deployment of Generative and Agentic AI systems.

What You'll Learn:

Week 1: Generative AI Risks and Mitigation

Key risks in Generative AI systems
Ethical principles and safeguards

Week 2: Responsible AI & Agentic Governance

Responsible AI frameworks
Agentic AI risks and mitigation strategies
Case: Deloitte Canada

Projects:

Develop a responsible AI governance framework
Analyze governance case study

Tools Covered:

Conceptual frameworks (No specific tools)

Module 9

Generative AI Applications – Practitioner's Perspective

Weeks: 04

Hours: 12

Faculty: Jagadeesh Rajarajan

Goal:

Build hands-on understanding of Retrieval Augmented Generation (RAG) and Agentic AI using low-code platforms.

What You'll Learn:

Week 1: Retrieval Augmented Generation (RAG)

RAG fundamentals
Non-technical architecture overview
Building first RAG system

Week 2-4: Agentic AI Using Low-Code Tools

Agentic AI building blocks
Orchestration tools
Implementing intelligent workflows

Projects:

Build a basic RAG system
Design and deploy an agentic workflow

Tools Covered:

 n8n (or similar platforms)

Module 10

Capstone Project Presentations

Weeks: 01

Hours: 03

Faculty: Prof. Ashish Viswanath & Prof. Saini Das

Goal:

Apply Generative and Agentic AI concepts to design a practical, executive-ready AI adoption proposal

What You'll Learn:

- Business problem definition using AI
- Designing AI solution architecture
- Evaluating business impact and risks
- Presenting executive-level AI strategy

Deliverables:

10–15 slide executive presentation
12–15 page business report

Projects:

Identify a high-value AI use case in a chosen business function
Develop implementation roadmap and governance framework

Tools Covered:

Participant's choice

LEADERS ON AI MANAGEMENT

The next generation of leadership isn't just about people, it's about learning to manage 150 people and 100 agents.

CAPSTONE PROJECT

Where six months become one board-ready deliverable

A real business problem. A real Generative AI solution. Presented to an executive panel.

// THE CAPSTONE

A board-ready AI adoption proposal

Working in a team, you identify a real-world business problem, build a Generative AI solution, and present it to an executive panel.

Team-based

Real business case

Executive panel

// LEARNING OBJECTIVE

Synthesize Generative AI and Agentic AI concepts into a practical, business-ready solution, by identifying a use case, designing an implementation approach, evaluating business impact, and presenting an executive-level AI adoption proposal with clear governance and risk considerations.

01 Identify a use case

02 Design the approach

03 Evaluate business impact

04 Present the proposal

Each team will submit

Deliverables that culminate in a live group presentation.

01



Executive presentation

A 10-15 slide executive PowerPoint presentation that tells the story end to end.

02



Business report

A short business report with references, documenting the analysis and recommendation.

01



Final submission & group presentation

Your final submission clearly explains the use case, solution approach, expected benefits, implementation roadmap, and key risks with mitigation strategies, culminating in a group presentation.

CERTIFICATE

Official IIM Trichy Certification on completion of your program.



Add this credential to your LinkedIn, resume, or CV.



Share it on social media and highlight it in your performance reviews



Earn a certification from IIM Trichy, a premier Tier 1 institute in India.

CERTIFICATE ELIGIBILITY

Two thresholds. Both required.

70%

Minimum attendance across live sessions.

35%

Minimum overall score on the combined module-wise tests taken through the programme.

PROGRAM FEES

One investment. A complete AI leadership system.

PROGRAM FEE

₹1,50,000 ~~₹2,00,000~~ + GST

OFFER UNLOCKED

- ✓ 20+ live sessions with IIM Trichy faculty
- ✓ Harvard AI business case studies
- ✓ Executive capstone with faculty guidance
- ✓ IIM Trichy executive certification

[Apply Now](#)

EASY EMI

From ₹15,750/mo

EMI options available on application.

ELIGIBILITY

5+ Years

Graduate with 5+ years of work experience.

REGISTRATION PROCESS

One investment. A complete AI leadership system.

A simple, guided process, with our admissions team supporting you at every step.



STEP 01 / 06

Pay the registration fee

Begin your application by paying the ₹2,000 registration fee.



STEP 02 / 06

Complete your profile verification

Submit the required KYC and academic / work-experience details.



STEP 03 / 06

Profile review by IIM Trichy

Your application is reviewed for eligibility and program fit.



STEP 04 / 06

Receive your provisional admission offer

Approved applicants receive their provisional admission offer letter.



STEP 05 / 06

Confirm your enrolment

Pay the remaining programme fee via full payment or available EMI options.



STEP 06 / 06

Get ready to learn

Receive LMS access, programme updates, and joining details before classes begin.



Lead AI adoption, don't chase it

Join the 6-month Executive Certificate in Generative AI for Management Leaders, live with IIM Trichy faculty.

Apply Now

USDC Email: admissions@iimtrichy.learnai.in | **Phone:** 8792974819

IIM Trichy Email: online@iimtrichy.ac.in



Executive Certificate in Generative AI for Management Leaders, IIM Tiruchirappalli. This is a certificate programme intended for executive upskilling and should not be considered equivalent to a Degree / Post-Graduate Degree / Diploma.

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