



Post Graduate Certificate Programme in

Executive General Management

by IIM Tiruchirappalli

Marketing Partner

jaro education

ABOUT IIM TIRUCHIRAPPALLI



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



Among Top B-schools,
Fortune India 2025



NIRF India Rankings 2025
(Management)

IIM Tiruchirappalli (BMT) is one of the fastest-growing second-generation IIMs with a full-fledged state-of-the-art campus spread over 174 acres. Established 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 60 faculty members with strong academic and industrial experience.

Faculty members are from leading management educational institutions from India, like IIMs and IITs, and foreign universities. The institute, apart from running its flagship Post Graduate Programme in Management, also has doctoral programmes and postgraduate 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 the top B-Schools in Outlook-ICARE India MBA Rankings 2020.

IIM Tiruchirappalli has been placed at 16th rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2025), in the category of Management Institutions. The e-learning 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.



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 getting 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.





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. VENKATESHA MURTHY

Strategy and Entrepreneurship
Ph.D. (Tata Institute of Social Sciences, Mumbai)

Dr. Venkatesha Murthy R is an Associate Professor in Strategy and Entrepreneurship at the Indian Institute of Management Tiruchirappalli. He holds a PhD from the Tata Institute of Social Sciences, Mumbai. He has an academic experience of 8+ years and his academic and research interests span entrepreneurship, new ventures, MSMEs, and brand strategy.

Dr. Venkatesha Murthy R is also a substantive entrepreneur. Recently, he co-founded Upajivanam in Jodhpur, supported by an initial seed grant of close to ₹2 crores from the Ministry of MSME. The venture focuses on creating bottom-up, socially relevant value by offering bundled services to farmers and rural stakeholders, thereby impacting last-mile communities in meaningful ways.

He has an established record of scholarly contributions, with publications in reputed journals such as the Journal of Small Business Management and the Journal of Sport Management. He has also authored multiple case studies published by Ivey Publishing and distributed globally by Harvard Business Publishing.



PROF. SUHAS M AVABRUTH

Finance and Accounting
FPM

Prof. Suhas M Avabruth holds a Fellow Programme in Management from the Indian Institute of Management, Shillong. He has more than six years of teaching experience in the areas of Financial Accounting, Financial Statement Analysis, and Management Accounting. He has also published in reputed journals. His primary research interests include Earnings Management, Conservatism, and Taxation.

“

Goldman Sachs has predicted that India will become the world's second-largest economy by 2075, and the FT's Martin Wolf suggests that by 2050, its purchasing power will be 30% larger than that of the U.S.

*HBR | Goldman Sachs

”

Moving from crisis to recovery has demonstrated that resiliency is now a business requirement in today's global economy. Smart professionals striving for success by creating digital resiliency to set a new benchmark for building future enterprises. To articulate a vision for executing new-age frameworks in order to swiftly uptick management strategies.

PROGRAMME OVERVIEW

Time to drive momentum in your leadership career and business growth with Top B-School in India, IIM Tiruchirappalli Post Graduate Certificate Programme in Executive General Management (e-GMP), Pursue an e-GMP specially curated for working professionals and aspiring executives to take upon managerial or leadership roles in their organization.

In tomorrow's modern business world, the e-GMP provides an understanding of business and enables managers to make smarter business decisions. This Interdisciplinary programme will provide participants with a holistic, cross-functional view of an organization to facilitate superior, integrated decision making. General Management encompasses diverse functions such as Finance, Marketing, Operations, Strategy, Information Systems, Economics, Analytics, and Human Resource Management.

Seamlessly envision your success and scale up the organizational growth to the next level with greater knowledge of business operations and a multidisciplinary approach to leadership. The e-GMP accelerates this transition via an innovative online mode of delivery and personalized learning on campus.



PROGRAMME HIGHLIGHTS

Cross-Industry Peer
Networking



Executive Alumni Status



Interactive Campus
Immersion



Post-Graduate Certificate
from IIM Trichy



Experiential and
Case-Study based
Learning



Contemporary
Management Topics



KEY LEARNING OUTCOMES

- 01 Build knowledge and understanding of major functional areas of management.
- 02 Foster interdisciplinary thinking.
- 03 Demonstrate the ability to be creative and innovative in an organizational context.
- 04 Develop an understanding of contemporary topics and issues.
- 05 Demonstrate ability to manage unstructured business situations.

PEDAGOGY

The programme is delivered through blended learning mode. The in-class component will involve a variety of pedagogical techniques such as lectures, case discussions, simulation games, role plays, group projects and other experiential exercises. The online component delivered through state-of-the-art interactive mode will facilitate learning through synchronous mode using multi-media components involving case discussion, audio and video engaging components.



Pedagogy – Excel for Decision Making

Pedagogy – Case Method

Managerial Economics & Business Environment

- Micro and macroeconomic principles

Financial Acumen for Managers

- Financial Statement Analysis
- Budgeting & Performance Management
- Basics of Corporate Finance

Statutory and Ethical Compliances

- Regulatory Environment and Compliance
- Business Ethics and Corporate Governance

Generative AI for Managers

- Understanding AI capabilities for business
- AI tools for productivity and decision support
- Prompt Engineering & Optimization
- Content Generation: Text, images, and video for marketing
- AI-Powered Document Processing & Analysis
- Process Automation: Using AI agents for business process optimization
- Data Analysis Acceleration

Integrated Marketing Strategy

- Understanding Marketing for Today's Age
- Market Research and Analysis & Competitive Strategy
- Customer-Centric Strategy
- Digital marketing for Modern Marketers
- Sales Strategy & Channel Management
- Integrated Marketing Communication
- Brand Management and Positioning

HRM & Organization Behaviour

- Human Resource Management
- Organizational Behavior & Design
- Talent Management and Development
- Team Leadership and Performance

Leadership Essentials for Modern Leaders

- Executive Communication & Influence
- Decision-Making under pressure
- Leadership Styles & Emotional Intelligence
- Stakeholder Management
- Personal Leadership Brand Development

Operational Excellence & Supply Chain

- Managing Operations (Mfg & Services)
- Process optimization and lean thinking
- Supply chain strategy and management
- Quality systems and continuous improvement

Data-Driven Decision Making

- Business Statistics
- Business Research Methods
- Decision Science
- Business Analytics Fundamentals
- KPI Development and Measurement

Strategic Management & Business Acumen

- Strategic Thinking & Decision Frameworks
- Business Strategy Formulation
- Strategic Analysis for Competitive Advantage
- Competitive Strategy in Digital Age
- Industry analysis and competitive dynamics

Note: This is an indicative list of course topics and is subject to change as per IIM Tiruchirappalli's discretion.

PROGRAMME DETAILS

Duration	1 Year
Mode of Delivery	Direct to Device (D2D) Platform with 3 Days of Mandatory Immersion at IIM Trichy Campus

SCHEDULE

Session Timings: Saturday, 6:00 PM to 9:15 PM

Note: In case of emergencies, session timings may be subject to change. Any affected sessions will be rescheduled and conducted over the weekend.



Application Closure Date | Closing Soon
Commencement Date | 25th July 2026

ELIGIBILITY CRITERIA

- ▶ Bachelor's Degree/ Post graduation degree, with at least 50% marks or equivalent CGPA.
- ▶ Minimum post qualification experience of 1 year and maximum 10 years can apply.

ADMISSION CRITERIA

- ▶ The selection will be based on the candidate's profile evaluation and if required on select cases personal interview through video conferencing or Skype.



PROGRAMME FEE DETAILS

FEE STRUCTURE

Application Fee: INR 2,000/-

Total Programme Fee
(Excluding Application Fee)

INR 2,40,000/- + GST

-All fees are exclusive of applicable taxes.

Instalment Pattern

Instalment I: INR 80000/- + GST
5 Days from the date of offer

Instalment II: INR 80000/- + GST
5th October 2026

Instalment III: INR 80000/- + GST
5th January 2027

Easy Financing Options Available*

CERTIFICATION

“Post Graduate Certificate in Executive General Management Programme” for those who successfully complete the prescribed course of study and fulfill all other academic requirements.





Arun Kumar A.N

CI Manager, Xylem

Working in a technical and operational role in Germany, I wanted to move beyond the “how” to understand the “why” of business leadership, and the EGMP at IIM Trichy delivered that clarity. The Finance, Operations, and Accounting modules reshaped my approach as a Continuous Improvement Manager, enabling me to evaluate initiatives through financial impact and align them with business value. The faculty combine strong academic depth with practical application, and the program offers a structured framework for decision-making. Jaro Education ensured a seamless and well-coordinated learning experience for working professionals.



Sharmila R

Technology Lead, Infosys

After a nine-year career break, I was determined to rebuild my professional journey, and the IIM program provided the right platform. Its well-structured curriculum across Organizational Behaviour, Economics, Finance, and Communication Management strengthened my knowledge and confidence for the workplace. The faculty are knowledgeable, approachable, and effective in translating concepts into practical insights, while the institute’s focus on quality education and continuous learning stands out. I highly recommend this program to anyone seeking broad exposure and meaningful growth. Jaro Education also ensured a smooth experience, with well-managed sessions, accessible resources, and consistent support throughout.



Kaliraj C

Marketing Manager - Sumitomo Chemical India Ltd

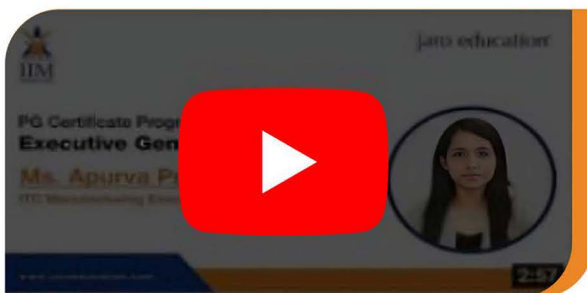
With 13 years of experience in the Agri-Input industry, I enrolled in the EGMP at IIM Trichy to strengthen my strategic and leadership capabilities. The program enhanced my strategic thinking, financial understanding, and ability to make data-driven decisions, while its case-based approach and experienced faculty ensured practical relevance. Learning alongside a diverse peer group further broadened my perspective. I highly recommend this program to professionals aiming for senior leadership roles. Jaro Education also provided seamless coordination and consistent support, making the overall experience smooth and impactful.



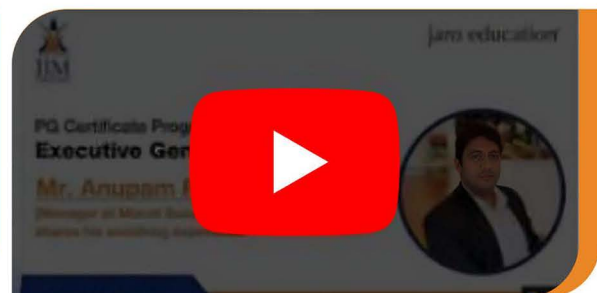
Joel Jebakumar J

Senior Manager, ZF Rane Automotive India Private limited

I am impressed with the quality of education and overall experience. The institution maintains strong academic standards while focusing on holistic student development. The faculty are knowledgeable, approachable, and supportive, and the curriculum is well-structured, current, and encourages practical application and critical thinking. Opportunities beyond academics help build confidence, leadership, and teamwork, while mentorship adds meaningful value. I would recommend this institution to anyone seeking a balanced combination of academic rigor and overall development.



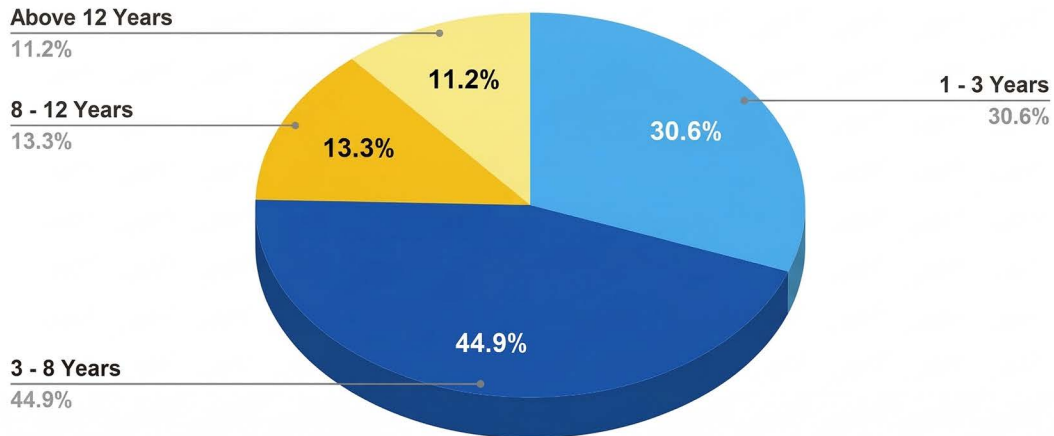
MS. APURVA PRIYADARSHINI



MR. ANUPAM PRAKASH

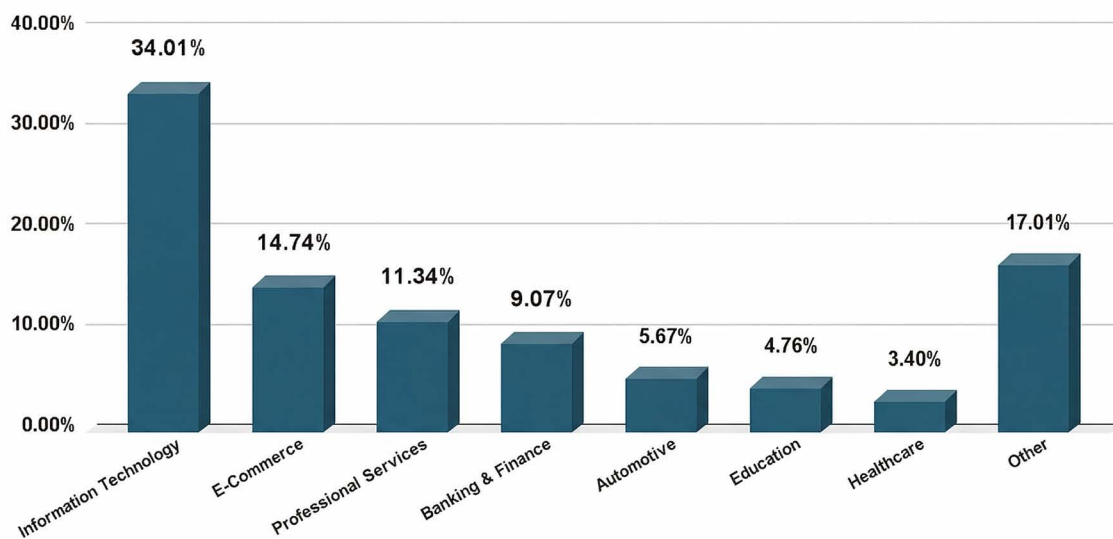
WORK EXPERIENCE

Past Experience of Professionals



INDUSTRY WISE BIFURCATION

Industry profile of Professionals



RECENT BATCH ANALYSIS

TOP COMPANIES WHERE OUR ALUMNI ARE WORKING AT



Mercedes-Benz



TOP PROFILES OF OUR ALUMNI

Founder & CEO

Chief Commercial
Officer

VicePresident

Sr. Deputy
General Manager

Project Manager

Senior Product
Specialist

Sr. Business Analyst

Business Development
Manager

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.

ABOUT JARO EDUCATION

3,50,000+
Career Transformed

120+
Programs 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



The Business
Awards 2024

Leading Edtech Company
of the Year

Jaro Education is an 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.

CAREER ASSISTANCE

Profile Building

Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.

Resume Review

Moving forwards with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.

Career Enhancement Sessions

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 are 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.

jaro education

Connect With
Us Now!

**IIM Trichy Executive Education
and Consulting office**

☎ 0431 -250 5025

✉ online@iimtrichy.ac.in

🌐 www.iimtrichy.ac.in

Our Admission Representative

Mr. Karthikeyan

☎ +91-7397749519

✉ admission.iimt@jaro.in

🌐 www.jaroeducation.com

Jaro Education's Presence

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