

Executive Certification in Future Ready Business & Technology Management

Taught by IIM Professors | Campus Immersion



IIM Tiruchirappalli: Where Academic Rigor Shapes Future Leaders

One of India's Fastest-Rising IIMs, Powering Your Management Core

IIM Tiruchirappalli has quickly moved to become one of India's most respected management schools, known for its depth, discipline and leadership ethos. In a crowded landscape of business schools, it stands out for one thing: serious academic work that still stays sharply connected to how modern businesses actually operate.

Established in 2011, IIM Tiruchirappalli has consistently ranked among the country's top management institutes and is widely recognised as one of the fastest-advancing IIMs in reputation, governance and academic strength.

NIRF 2025



- **Global Credibility** – Member of the **AACSB Business Education Alliance**
- **Future-Ready Focus** – Strong emphasis on strategy, leadership, marketing, finance, operations and economics, all taught for the digital era
- **Global Outlook** – Active international collaborations through exchanges, joint research and global workshops

What Makes The IIM Tiruchirappalli Learning Experience Defferent

Harvard-Style Cases, Weekly Faculty Time, and a Management Core That Actually Stays With You

The IIM Tiruchirappalli component gives you a real management-school experience, tuned for working professionals.

IIM-Grade Learning You Actually Feel:



Harvard case study Pedagogy

Learn through global and Indian case studies that force you to think like a decision-maker, not a note-taker. You'll dissect markets, P&Ls, strategies and org decisions the way senior leaders do.



Live Sessions with IIM Faculty

High-touch sessions with professors known for clarity, structure and depth. They bring research, practice and simple explanations into the same room.



Executive Certification from IIM Tiruchirappalli

On completing the management core, you earn an Executive Certificate that signals you've gone through a serious, structured IIM experience.



Core Business Fundamentals for a Digital World

Strategy, leadership, marketing, finance, operations and economics—taught with modern business context. You learn the language CXOs actually use.

Two Days on Campus. Lasting Impact.

Step Into the IIM Tiruchirappalli Classroom

The 2-day campus immersion is designed to give you a real taste of life inside an IIM compressed for a working professional's schedule.

What Those Two Days Look Like:

- **Live Faculty Sessions in IIM Classrooms**

You attend high-intensity classes on campus, experiencing the same environment full-time students do.

- **Campus Tour & Academic Culture**

You get a guided sense of the systems, discipline and academic culture that define an IIM.

- **Executive Certificate Valediction Ceremony**

The immersion culminates in a formal valediction where you receive your Executive Certificate from IIM Tiruchirappalli.

- **Curated Networking Dinners**

You connect with peers, faculty and professionals in relaxed, high-signal conversations.

You don't just visit an IIM campus you experience the pace, pressure and energy that thousands dream being part of.

Program Directors

Created by the Leaders Building Tomorrow



Prof. Venkataraghavan Krishnaswamy

Associate Professor, Information Systems and Analytics

Dr. 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. Rajesh R

Assistant Professor, Operations Management & Decision Sciences

Rajesh is an Assistant Professor in the area of Operations Management & Decision Sciences at IIM Tiruchirappalli. Previously, he worked as an Assistant Professor at ABV-IIITM Gwalior. He completed a Post-Doctoral Fellowship from IIT Madras and earned his Ph.D. from the Indian Institute of Space Science and Technology (IIST-ISRO), Thiruvananthapuram. His research focuses on supply chain risk management, resilience, sustainability, decision-making, and grey theory. He has an h-index of 31 and over 4600 citations (Google Scholar).

Curriculum

Module	Topic
Managerial Economics	<ul style="list-style-type: none">• Market Structures - Pricing under different competitive structures• Demand Shaping - Understanding and Predicting Demand
Operations Management for Process Improvement	<ul style="list-style-type: none">• Supply Chain Management• Forecasting Models for Future Ready Businesses• Sustainability and Resilience in Manufacturing• Process Improvement Using Simulation
Finance for a Digital Era	<ul style="list-style-type: none">• Finance for the Future-Ready Manager• Financial Statement Analysis for Decision Making• Investment Decisions & Capital Budgeting in a Tech-Driven World• Finance, Technology, and the Future of Business• Finance in the age of AI, FinTech, and data analytics• Risk, Uncertainty, and Financial Resilience
Information Systems and Digital Transformation	<ul style="list-style-type: none">• Information Systems Foundations for Digital Business• How Smart Connected Products are Transforming Competition• Digital Business Design• Digital Transformation Roadmap

Module	Topic
Marketing Strategy in the Age of Data and AI	<ul style="list-style-type: none">• Marketing as a growth engine• Role of data in modern marketing• From intuition-led to evidence-led strategy• Generative AI for content, campaigns, and insights• Skills required for future marketing leaders• Developing Brands in Contemporary Markets
Leading Teams in Digitally Adaptive Organisations	<ul style="list-style-type: none">• Shifting Paradigms in People Management• Advanced frameworks for People Management in the Digital Era• How Automation and Augmentation Support Human Resource Decisions• Work and Worker Experiences in Digitalised World
Strategy in a Technology-Shaped World	<ul style="list-style-type: none">• From Industry Strategy to Technology-Shaped Competition• From Strategy to Sustained Capability
Leadership for Tech-Driven Transformation	<ul style="list-style-type: none">• Leading When the Future Is Unclear
Digital Product Management & Industry 4.0	<ul style="list-style-type: none">• Industry 4.0• Introduction to Digital Product Lifecycles• Customer Centric Product Design

The IIM Tiruchirappalli Certificate

(Sample Certificate)



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

Certificate of Completion

This is to certify that

xxxxxx
(Roll No. xxxxx)

has successfully completed the

Certificate Programme in-----

Given on the -----

Programme DirectorProgramme DirectorDean (Corporate Relations & Faculty Affairs)

Program Snapshots



Start Date	Program Orientation: 21st May 2026
Timings	9:30 AM - 12:45 PM on Saturdays
Duration	4 Months
Weekly Schedule	Live online classes on weekends Self practice/Assignments / projects during weekdays
Eligibility Criteria	Total Years of Experience: 1+ years Education: Graduate
Program Fee	INR 1.25 Lakhs (Incl GST)



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Thank You!