

Rise to the Pinnacle of Leadership

Post Graduate Certificate in **Senior Management Programme**

IIM Tiruchirappalli



About IIM Tiruchirappalli



as per NIRF Rankings
2023



as per Outlook ICARE
India Rankings 2021



as per India Today MDRA
Rankings 2020

IIM Tiruchirappalli (IIMT) 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 44 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 21st rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2023), 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



Indian Institute of Management Tiruchirappalli (IIMT) is the 11th IIM established by the Government of India in 2011 and has completed the 12-years of 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 174 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 Trichy 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 a deeper understanding. We also strive to create dynamic and innovative entrepreneurs who could bring positive changes in 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 society to join us in this journey of spreading value-based management education.

Prof. Pawan Kumar Singh
Director, IIM Tiruchirappalli

Know The Facilitators



Dr. Godwin Tennyson
Professor in Operations Management and Decision Science
IIM Tiruchirappalli

Dr. Godwin Tennyson has a mix of academia and industry experience of more than 20 years, and has been associated with IIM Tiruchirappalli since its inception as the founding faculty member of Operations Management and Decision Sciences area. He is a qualified Mechanical Engineer and Industrial Engineer. He started his career as part-time teaching assistant at NIT Calicut and then as part-time research assistant at IIT Madras while pursuing his master's and doctoral degrees respectively. After his doctoral programme at IIT Madras, Dr. Godwin had worked in corporate sector for nearly 5 years as business analytics and operations research consultant in Kantar Millward Brown Analytics (formerly Marketing and Planning Systems) and Blue Yonder (formerly JDA Software) before joining IIM Tiruchirappalli.

Dr. Godwin is a Professor in Operations Management and Decision Sciences area at IIM Tiruchirappalli and has taught across all masters and doctoral programmes offered by the institute. His teaching interest includes Supply Chain Management, Logistics Management, Revenue Management, Pricing Decisions, Process Reengineering, Simulation Modeling, Network Flow Modeling, and Quantitative Methods. He uses hybrid pedagogical approaches that includes classroom lectures, case discussions, simulation games, hands on data modeling and classroom experimentation. He is also actively involved in executive education where his andragogy includes role play and activity based learning, and has been programme director for several programmes.

Dr. Godwin is actively involved in research with more than 50 presentations, publications and articles in several reputed peer-reviewed international journals, international conferences, edited books, etc. He was awarded 'Best Paper' thrice in international conferences presentations. He had served as session chair at several international conferences and was the Conference Chair of 11th Indian Subcontinent Decision Sciences Institute International Conference, which was the largest international management conference in India with more than 500 presentations and author representations from 18 countries.

Dr. Godwin had held several administrative responsibilities at IIM Tiruchirappalli since its inception. He had been the founding Chairperson of Placement and External Relations, Chairperson of Operations Management and Decision Sciences Area, Chairperson of International Relations, Chairperson of Post Graduate Programme in Management, and part of several committees. He was a member of Board of Governors and Finance Committee of IIM Tiruchirappalli. He is currently the Dean (Administration) and member of Building and Works Committee. He is also the First Appellate Authority of Rights to Information Cell. He had been part of or headed several adhoc committees of the institute over the years. Dr. Godwin had also been Director (in-charge) of the institute for several months. Dr. Godwin serves as external examiner for doctoral candidates, external member of doctoral committees, member of board of studies, member of academic senate, and academic auditor for various institutions and universities. He also serves as reviewer of papers for various international journals and subject expert for external committees.

Know The Facilitators



Prof. Karthik Dhandapani
Professor in the Strategy Area
IIM Tiruchirappalli

Prof. Karthik Dhandapani is a Professor in the Strategy Area. He completed his bachelors in Commerce from Hansraj College, University of Delhi; doctorate in Economics from the Indian Institute of Management Ahmedabad (Fellow Programme in Management). He is also an associate member of the Institute of Company Secretaries of India. He was earlier teaching at the Indian Institute of Management, Ahmedabad. Prior to joining academics, he worked in the area of analytics and business intelligence for Fidelity, one of the largest mutual fund and financial services group in the world. He integrates analytics and the emerging field of visualisation for crafting and communicating strategic decisions. He uses technology blended learning, simulations and experiential exercises to convey complex concepts and frameworks in the classroom. His research interest areas are diversification, internationalisation, institutional transitions, business groups and clusters. He uses large data sources to make novel theoretical contributions. He has presented his research in international conferences organised by prestigious bodies such as Academy of Management, Academy of International Business and Strategic Management Society. He has published papers in leading international journals such as Industry and Innovation, International Journal of Emerging Markets and in an edited volume published by Oxford University Press.



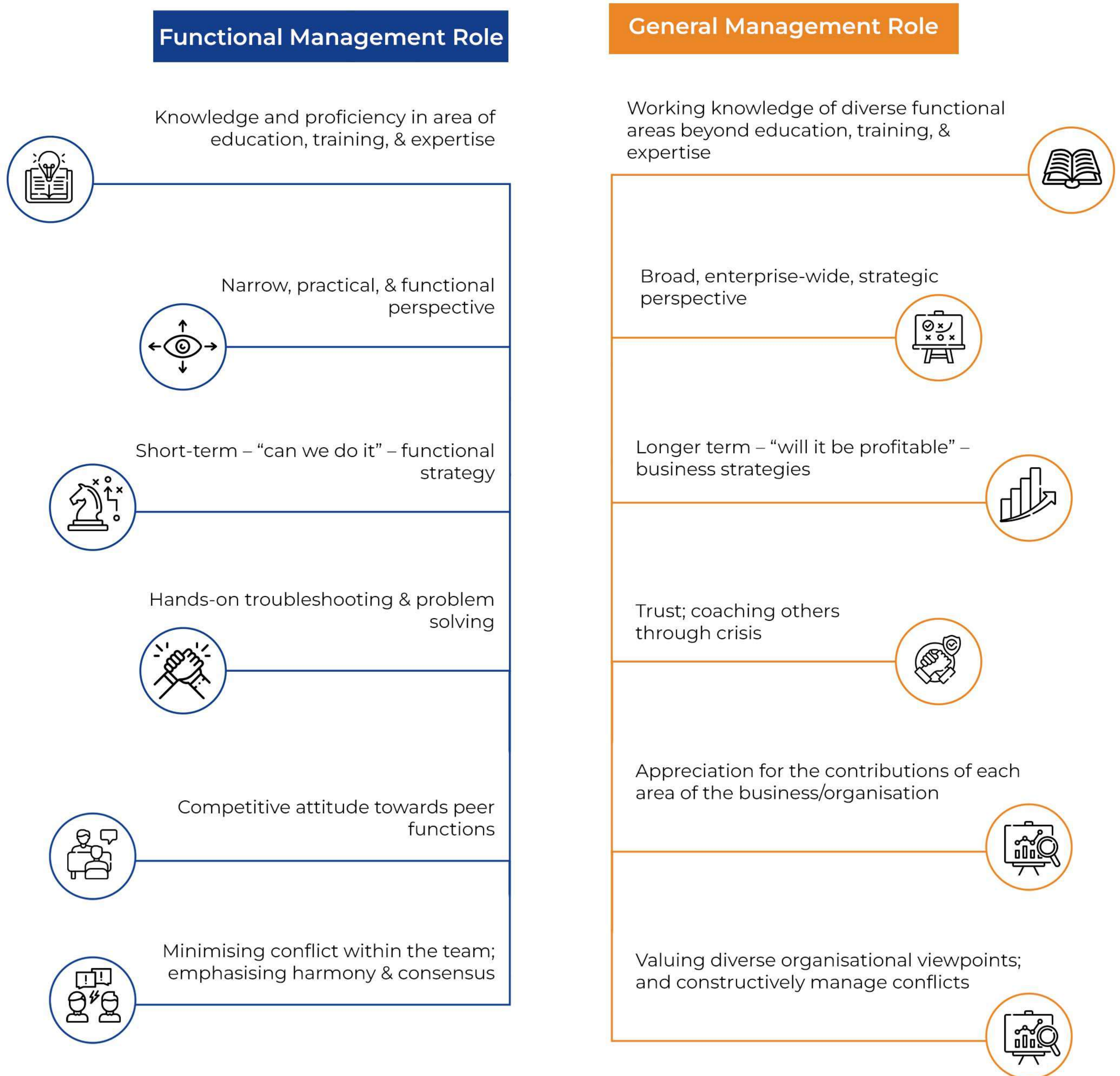
Programme Overview

Amidst a global surge in demand for senior management proficiency, a significant shortfall of qualified professionals persists. Addressing this gap, the Post Graduate Certificate in Senior Management Programme by IIM Tiruchirappalli is ideal for those aspiring professionals who want to ascend to higher management echelons. This programme comprehensively addresses the needs of transitioning professionals. It encompasses critical management domains, nurtures interdisciplinary perspectives, and cultivates leadership acumen. By delving into fundamental business tenets, paradigms, and theories, participants gain holistic insights essential for excelling in senior management roles. This interdisciplinary programme covers the functional areas of management, fosters interdisciplinary thinking and leadership skills, and helps participants understand the underlying concepts, paradigms, and theories of a business.



Functional to General Management – A Paradigm Shift

Moving from a functional role to a general management position embodies a paradigm shift in terms of duties, obligations, aims, and targets. This change signifies a substantial advancement in leadership and responsibility, involving the supervision of various functional areas. It demands a fundamental change in how one approaches attitude, viewpoint, mentality, and cognitive processes.



Like all transitions, successfully making the leap to a senior/general management role requires aspirants to let go of or quit using skills and values that were important to their success in their previous role but are inappropriate for the new role. It also requires them to preserve, modify, and upgrade existing skills and competencies, as well as learning and adding new skills.

Senior Management/Leadership Role: Essential Skills

A general management role almost always brings with it a great deal of responsibility and can involve several challenges. Success in this role can depend on the aspirant's personality and skills. Management and leadership skills are often used interchangeably as they both involve planning, decision-making, problem-solving, communication, delegation, and time management. Getting well-versed with such managerial skills pave the way to becoming an efficient leader.



Leverage Advanced Management Concepts To Propel Ahead

Transformative Learning

- ◆ Fresh perspective
- ◆ Strategic insights
- ◆ Innovative thinking

Managing Change

- ◆ Disruption
- ◆ Adoption
- ◆ Sustainability

Enhanced Business Acumen

- ◆ Business worldview
- ◆ Cross-functional knowledge
- ◆ Inter-departmental linkages

Cultivating Executive Presence

- ◆ Communicate
- ◆ Inspire
- ◆ Mentor

Leadership Skills

- ◆ Self-awareness
- ◆ Team-building
- ◆ Conflict management

Creating Value

- ◆ Integrate functions
- ◆ Apply tools
- ◆ Implement solutions

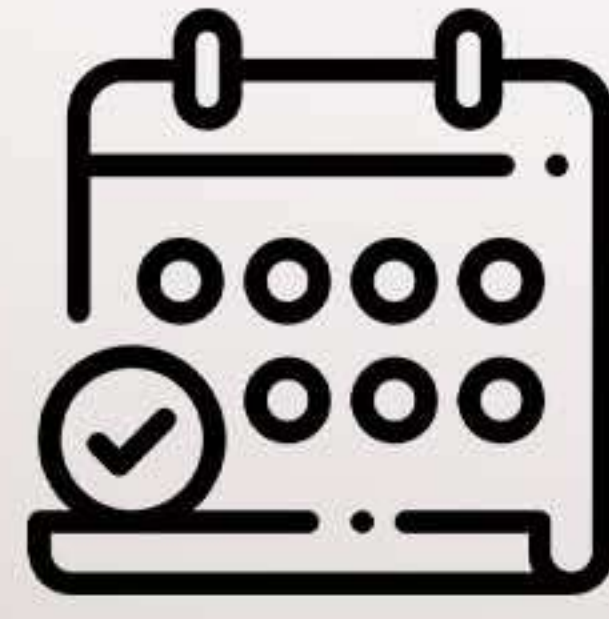


Management education helps overcome career inertia and accelerates career development. A contemporary general management education can help senior executives acquire a strategic perspective, gain relevant knowledge, develop new skills, forge stronger relationships, and foster creativity and self-confidence. This will help them leverage new opportunities and create exceptional value for their organisations.

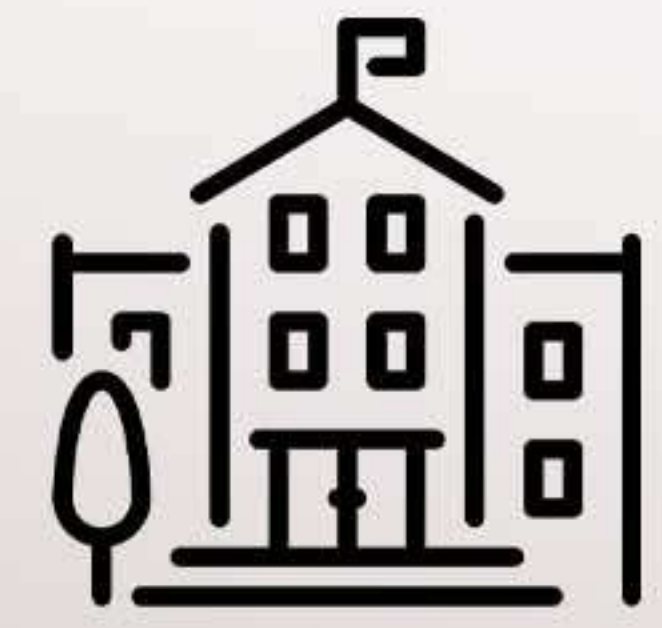
Programme Highlights



Executive Alumni Status
IIM Tiruchirappalli



Contextually Designed
12-Month Programme



Campus Immersion
Module of 3 Days



Peer-Learning &
Networking Opportunities



Focus on Real Business
Use Cases

Learning Outcomes

- Build knowledge and understanding of the strategic roles of all major functional areas of management
- Foster interdisciplinary thinking and leadership skills
- Demonstrate the ability to be a creative and innovative leader, in an organisational context
- Develop an understanding of the contemporary topics and issues to enhance the competitiveness
- Demonstrate the ability to manage unstructured business situations
- Develop decision-making (design thinking) skills

Programme Content

The programme comprises of foundational courses (Modules I - V) to understand the fundamentals of management and advanced courses (Modules VI, VII, and campus module) that focuses on leading the organisation.

| Module | Course | Topics |
|-----------|--------------------------|---|
| Module I | Organisational Behaviour | <ul style="list-style-type: none"> ▶ Foundations of organisations ▶ The organisation, environment and design elements ▶ Understanding individual employees ▶ Understanding groups and teams |
| | People Management | <ul style="list-style-type: none"> ▶ Strategic alignment of HR ▶ Talent management & succession planning ▶ Diversity, Equity, Inclusion & belongingness ▶ HR analytics |
| | Analytics for Business | <ul style="list-style-type: none"> ▶ Descriptive statistics for managerial decisions ▶ Data visualisation ▶ Managerial decisions using regression ▶ Prescriptive analytics - interpretation and insights ▶ Multi-criteria decision making |
| Module II | Macroeconomics | <ul style="list-style-type: none"> ▶ Output – The fundamentals of GDP Accounting ▶ Aggregate demand and aggregate supply – the basic framework ▶ Aggregate Demand – the role of stabilisation policies (Fiscal) ▶ Aggregate Demand – the role of stabilisation policies (monetary) ▶ Aggregate Supply – the role of expectations ▶ Money – its effect on interest rates, exchange rates and inflation ▶ Exchange Rates – the balance of payments statement ▶ Exchange Rates - implications of an open economy |

| Module | Course | Topics |
|------------|-----------------------------------|--|
| | Financial Reporting and Analysis | <ul style="list-style-type: none"> ▶ Three financial statements - use of cash flow statement ▶ Link between cash flow statement, balance sheet and profit and loss account ▶ Using balance sheet and profit and loss account ▶ Using ratio analysis for performance measurement and planning ▶ Assessing financial health of a company |
| Module III | Leading Team for High Performance | <ul style="list-style-type: none"> ▶ Leadership in high performance teams ▶ Identifying your leadership style ▶ Understanding leadership from top down approach ▶ Decision making in high performance teams ▶ Experiencing the six hats method ▶ Feedback in high performance teams ▶ Giving and receiving feedback ▶ Experiencing the mindfulness ▶ Technique of receiving negative feedback |
| | Leadership and Change Management | <ul style="list-style-type: none"> ▶ Understanding the psychology of change ▶ Organisation development - overview and process ▶ Decision making in times of change ▶ The build-up for change ▶ Challenges in implementing change |
| | Marketing Foundations | <ul style="list-style-type: none"> ▶ Introduction to marketing and concept of value ▶ Integrating organisational strategy and business ecosystem into marketing ▶ Analysing consumer buying behaviour and assimilating to marketing decisions ▶ Deriving competitive advantage through strategic segmentation, targeting, and positioning ▶ Value creation through product/service and brand |

| Module | Course | Topics |
|-----------|--|---|
| | | <ul style="list-style-type: none"> ▶ Capturing value through strategic pricing ▶ Delivering value in the omnichannel environment ▶ Communicating value in an integrated world |
| Module IV | Information Technology and Business | <ul style="list-style-type: none"> ▶ Understand the relevance and importance of IT for an organisation ▶ Explore the relationship between IT and business strategy and its strategic relevance ▶ Managerial overview of emerging ITs such as internet of things, artificial intelligence, Blockchain, digital platforms and augmented reality ▶ Ethical and social issues of IT |
| | Operations and Supply Chain Management | <ul style="list-style-type: none"> ▶ Driving operations excellence & strategic fitment ▶ Supply chain management & strategy Strategic sourcing ▶ Supply chain risk & resilience management ▶ Business process re-engineering & excellence ▶ Industry 4.0 |
| Module V | Corporate Finance | <ul style="list-style-type: none"> ▶ Time value of money ▶ Techniques of investment decisions capital ▶ Budgeting ▶ Capital structure decisions ▶ Working capital management |
| | Strategic Management | <ul style="list-style-type: none"> ▶ What is strategy? ▶ Industry analysis ▶ Value chain analysis ▶ Business models ▶ Corporate advantage |

| Module | Course | Topics |
|------------|---|--|
| Module VI | Marketing in Digital Era | <ul style="list-style-type: none"> ▶ Introduction to marketing in digital era ▶ Digital business models and online consumer behaviour ▶ Understanding consumer journey and consumer mapping ▶ Inbound marketing: content marketing ▶ Inbound marketing: search engine optimisation ▶ Inbound marketing: google ads and search engine marketing ▶ Inbound marketing: social listening and social media marketing ▶ Online brand and reputation building |
| | Digital Transformation | <ul style="list-style-type: none"> ▶ Introduction to digital transformation ▶ Building digital/leadership capabilities for digital transformation ▶ Phases of digital transformation – case ▶ Disruptive business models |
| | Negotiation Essentials | <ul style="list-style-type: none"> ▶ Introduction to negotiations and negotiation tactics ▶ Distributive negotiations ▶ Win-win negotiations |
| Module VII | Innovation and Design Thinking | <ul style="list-style-type: none"> ▶ Overview of design thinking process ▶ Mindsets and techniques for empathising with the user defining/ redefining problem statement from point of view of customer ▶ Ideation triggers and brainstorming techniques ▶ Iterative prototyping and testing <p>Embedding design thinking as an organisational capability</p> |
| | Intellectual Property Rights Management | <ul style="list-style-type: none"> ▶ Introduction to intellectual property rights ▶ IP rights and business value ▶ Business strategy, technology strategy and IP strategy |

Programme Content

| Module | Course | Topics |
|--------|---------------------------------|--|
| | | <ul style="list-style-type: none">▶ Short overview of strategies and techniques for managing IP rights of the business▶ New product development and IP rights, Product life cycle and IP rights |
| | Building a Sustainable Business | <ul style="list-style-type: none">▶ Opportunities and challenges in driving social performance▶ Leveraging ESG performance for competitive advantage |
| | Campus Module | <ul style="list-style-type: none">▶ Strategy Capstone Simulation |



Programme Details

| | |
|--------------------------|--|
| Duration | <ul style="list-style-type: none">• 12 Months |
| Delivery | <ul style="list-style-type: none">• Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone. |
| Session Timings | <ul style="list-style-type: none">• One 3-hour session every Saturday from 6:30 pm to 9:45 pm |
| Campus Immersion | <ul style="list-style-type: none">• There will be 3 days of campus immersion at the Indian Institute of Management Tiruchirappalli. The in-campus modules are subject to the conditions that prevail at the point of time.• Attending the campus visit physically is mandatory for the completion of the programme. |
| Commencement Date | <ul style="list-style-type: none">• 20th January 2024 |



Pedagogy

- The learning methodology will be highly interactive, utilising technology and incorporating a wide range of pedagogical tools, techniques and strategies. This encompasses lectures, case studies, assignments, quizzes, simulation games, role plays, group projects, and various hands-on activities to ensure an immersive educational experience.

Assessment & Evaluation

- Evaluation methodology is at the discretion of the faculty. The methodology includes online exams (exams will be conducted by IIM Tiruchirappalli and administered by Jaro Education on the D2D platform), case analysis, class contribution, and any other component as decided by the faculty.
- The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.

Eligibility Criteria

- Minimum 50% in Graduation or Post Graduation, whichever is higher from a recognized National or International University (marks can be rounded off as 50% if it is above 49.50%).
- Minimum post-qualification managerial experience of 10 years is essential.
- Reservations will be provided to eligible candidates as per the Government of India norms.

*Internships and trainee experience will not be considered as Full-Time Experience.



Programme Fee Details

Fee Structure

| | |
|--|-----------------------------|
| Application Fee | INR 2,000/- + GST |
| Total Programme Fee (exclusive of Application Fee) | INR 3,60,000/- + GST |

Instalment Pattern

| | |
|--------------|---|
| Instalment 1 | INR 1,20,000/- + GST As per the timeline mentioned in the offer letter |
| Instalment 2 | INR 1,20,000/- + GST 5 th May 2024 |
| Instalment 3 | INR 1,20,000/- + GST 5 th September 2024 |

Easy EMI Options Available

Note: The above-mentioned fee schedule is indicative. Any changes will be communicated in advance, and the schedule will be subject to IIM Tiruchirappalli's discretion.



FEES

“Post Graduate Certificate in Senior Management Programme”

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

Roll Number: XXXXX XXXX


IIM
TRICHY

भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

Certificate of Completion

This is to certify that

XXXX XXXX XXXX

has successfully completed the

Post Graduate Certificate in Senior Management Programme

through Blended learning held from [Date] to [Date]

[Chairperson's Name]
Dean- Corporate Relation & Faculty affairs

[Director's Name]
Director

SI No : XXXX XXXX XXXX XXXX

Successful candidates will also be accorded with IIM Tiruchirappalli Executive Education Programme Alumni Status.

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

Placement Assistance

Get career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities

Career Enhancement Sessions

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.



SUCCESS

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.

“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 to its highly-recognised Post Graduate Certificate in Senior Management Programme.

Get In Touch With Our Admission Representatives



**IIM Trichy Executive Education
And Consulting Office**



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Mr. Karthikeyan



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www.jaroeducation.com

Jaro Education's Presence

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