

Extend **Business Growth** with the
Power of Analytics

Post Graduate Certification Programme in
**BUSINESS ANALYTICS &
APPLICATIONS**

by IIM Tiruchirappalli

Batch - 06

ABOUT IIM TIRUCHIRAPPALLI



position in
Outlook ICARE 2021



Position in
IIRF Rankings 2023



NIRF Rankings
- 2023

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. 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 44 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 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.





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 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 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.

[*IIM Tiruchirappalli's website](http://www.iimtrichy.ac.in)



PROF. RISHIKESAN PARTHIBAN

**Faculty Information Systems and Analytics
Area at IIM Tiruchirappalli
Ph.D. (IIM Calcutta)**

Prof. Rishikesan Parthiban has completed his doctoral studies with a major in MIS, and a minor in Marketing from IIM Calcutta and graduated in Engineering from BITS Pilani, Rajasthan. He has served as an Assistant Professor in SPJIMR Mumbai and also worked in the VLSI chip design industry as a practitioner, for close to two years each.

Dr. Rishikesan is a passionate teacher who teaches elective courses in the MBA program like digital product management, and active digital debates, besides the core course in the information systems area. The core pedagogies he leverages are case-based learning, lectures, tool-based learning and dialectical debates. His primary research interests include digital social innovations, subsistence marketplaces and grand challenges. His research work (along with his co-authors) has appeared in leading journals such as Information & Organization, Information Technology & People, Information Systems Frontiers, International Journal of Information Management and European Journal of Marketing.

His passion for digital social enterprises in general and those focusing on rural development, in particular, leads him to focus on action-oriented approaches that attempt to balance research efforts and practical implications.

PROF. ARULANANTHA PRABU P M

**Faculty in Operations Management and Decision Sciences
Area at IIM Tiruchirappalli
Ph.D. (IIM Ahmedabad)**



Prof. Arunlanantha Prabu received his Ph.D. from the Indian Institute of Management Ahmedabad in the Production and Quantitative Methods area. Before joining IIMT, he taught at the Indian Institute of Management Ranchi for two years.

His research papers have been published in leading journals like the European Journal of Operational Research, the International Journal of Production Economics, and the International Journal of Production Research. He teaches operations management, operations research, and business statistics.

GROWTH FORECAST OF ANALYTICS AND BI INDUSTRY

The Business Intelligence Market size is predicted to reach **USD 33.34 billion** in 2024.

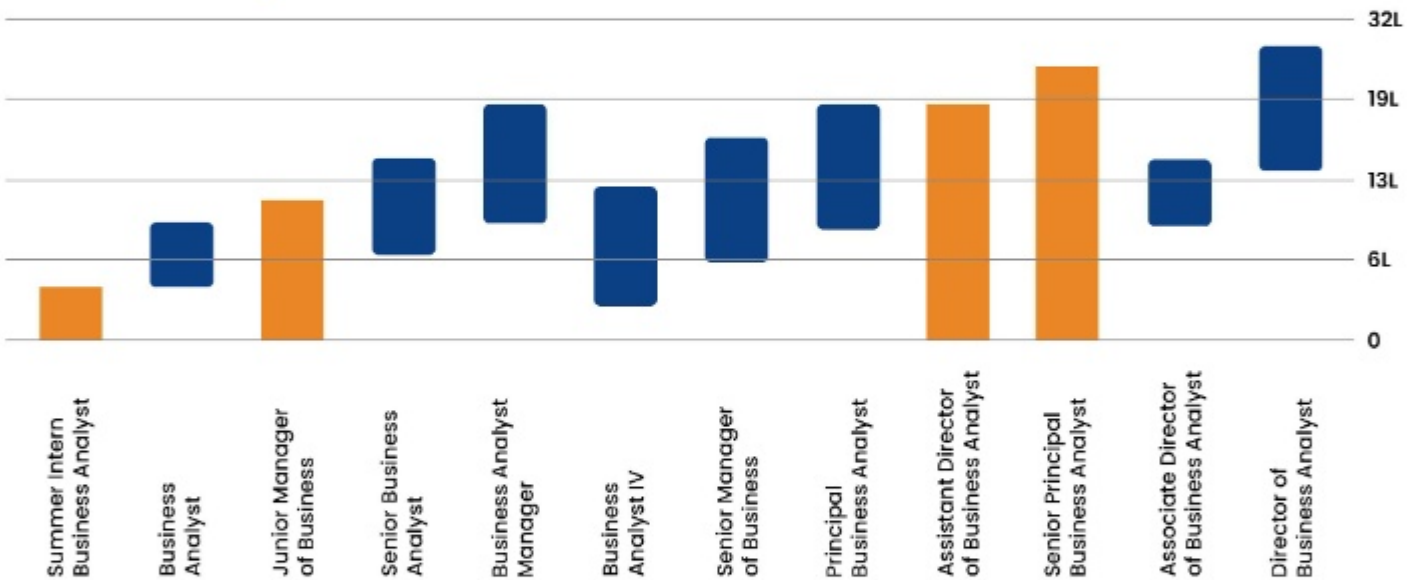
The BI industry is anticipated to reach **USD 61.86 billion by 2029**, growing at a **CAGR of 13.16%** during the forecast period (2024-2029).

*modorintelligence.com

SALARY TRENDS FOR BUSINESS ANALYSTS IN INDIA

Salary Trajectory

Business Analyst Career Path



*The above list is partial.



Programme Overview

In this data-driven world, it has become essential for businesses to derive useful insights from their data that can lead them towards making well-informed decisions to forge ahead with better performance and growth. To fulfil this need, Post Graduate Certificate Programme in Business Analytics and Application is curated by IIM Tiruchirappalli. This programme aims to equip working professionals or aspiring executives desiring to improve their analytical capability to make evidence-based decisions with the relevant knowledge that can help them ascend their boundaries and drive growth in their organizations.

It emphasises 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 Highlights



Who Should Attend?

- ▶ Working Professionals or aspiring executives desiring to improve their analytical capability for effective decision-making.
- ▶ Candidates with a zeal to learn Analytics and its business applications.

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, and lots more.
- ✓ Learn with experienced IIM Tiruchirappalli Faculty.



Operations Research for Business

- ▶ Linear Programming (LP) basic concepts
- ▶ Formulating and solving decision problems
- ▶ LP Applications
- ▶ Binary Integer Programming (BIP) for Yes-or-No decisions
- ▶ Introduction to Network Optimization Problems

Fundamentals of Business Statistics

- ▶ Descriptive Statistics
- ▶ Probability Distributions
- ▶ Sampling and Sampling Distributions
- ▶ Introduction to Hypothesis Testing
- ▶ Introduction to Linear Regression

Data Science Using Python

- ▶ Introduction to Python Programming
- ▶ Pandas Dataframe Basics
- ▶ Data Visualization
- ▶ Data Manipulation
- ▶ Introduction to Data Modeling

Business Research Methods

- ▶ Visual and Projective Techniques
- ▶ Questionnaire Design
- ▶ Measurement and Scaling
- ▶ Data Analysis

Visualization and Storytelling with Data

- ▶ Visualization Imperative
- ▶ Design of Tables and Graphs
- ▶ Exploratory Analysis
- ▶ Visualizing Data using Advanced Charts
- ▶ Storytelling using Visualization

Machine Learning

- ▶ Data Pre-processing
- ▶ Decision Trees
- ▶ Data Mining Applications
- ▶ Clustering
- ▶ Neural Networks

PROGRAMME CONTENT

Predictive Modelling

- ▶ Simple Linear Regression
- ▶ Time Series Analysis
- ▶ Forecasting Models and Applications
- ▶ Multiple Linear Regression
- ▶ Logistic Regression

SQL for Data Science

- ▶ Selecting and Retrieving data
- ▶ Filtering, Sorting, and Calculating Data
- ▶ Subqueries and Joins
- ▶ Modifying and Analyzing

Business Intelligence and Analytics with PowerBI

- ▶ Managing Data from Multiple Sources
- ▶ Creating Data Models and Dashboards to Gain Insights
- ▶ Interactive Analytics with PowerBI

Prescriptive Analytics

- ▶ Decision Making under Uncertainty and Risk
- ▶ Decision Analysis using Decision Trees
- ▶ Simulation Modelling
- ▶ Understanding and Interpreting Risks in Business

Financial Analytics

- ▶ Financial measures and ratios analytics
- ▶ Analyzing a company's financial performance
- ▶ Preparing the projected financial statement
- ▶ Portfolio Optimization
- ▶ Financial risk analytics

People Analytics

- ▶ People Analytics and Business Performance
- ▶ Cost Benefit Analyses
- ▶ Talent Analytics

PROGRAMME CONTENT

Marketing Analytics

- ▶ Customer Segmentation
- ▶ Conjoint Analysis
- ▶ Product Positioning
- ▶ Customer Lifetime Value

Operations and Supply Chain Analytics

- ▶ Monitoring and Controlling Inventory
- ▶ Supply Chain Performance
- ▶ Management
- ▶ Supplier Selection & Evaluation
- ▶ Supply Network Optimization

Capstone Project

Artificial Intelligence and Deep Learning

- ▶ Transforming Business with AI
- ▶ Deep Learning
- ▶ Reinforcement Learning
- ▶ Neural Networks
- ▶ Induction Learning

Text Analytics

- ▶ Overview of Text Analytics Process
- ▶ Topic Modeling
- ▶ Sentiment Mining

PROVEN PEDAGOGY – ENGAGING LEARNERS, DRIVING GROWTH

The programme will be offered in a hybrid mode with one campus visit of 3 days. The synchronous learning classes will be spread over one year with 3 hours of contact hours 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.

Course evaluation will involve assessments for each module. Participants will also undertake an application project (preferably from the organization where they are working) to demonstrate an understanding of the concepts learnt in this programme.

GAIN PROFICIENCY IN ESSENTIAL TOOLS AND TECHNIQUES:



Note :

Course evaluation will involve assessments for each course. Participants will also work on Capstone Project (preferably from the organization where they are working) to demonstrate the understanding of the concepts learnt in this programme.



LEARNING OUTCOMES

At the end of the programme, the participants will be able to:

- ▶ Dive into the Depths of Business Statistics Data Collection
- ▶ Acquire the Visualization and Storytelling with data Operations Research for Business
- ▶ Understand the Power BI Predictive Modelling with R
- ▶ Get insights on Data Mining
- ▶ Know about the Python Programming for A.I. and M.L.
- ▶ Unleash Operations and Supply Chain Analytics Risk Analytics

PROGRAMME CERTIFICATION

“Post Graduate Certificate in Business Analytics & Applications” for those who successfully complete the prescribed course of study and fulfill all other academic requirements.



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 Certification Programme in Business Analytics & Applications

Through blended learning held from (date) to (date)

Programme Director	Programme Director	Dean Corporate Relations & Faculty Affairs	Director
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PROGRAMME DETAILS

- Duration 1 Year
- Mode of Delivery Device-to-Device (D2D)

Campus Immersion : One Campus Visit of 3 days*

ELIGIBILITY CRITERIA

- ▶ Minimum 50% in Graduation or Post Graduation, whichever is higher from a recognized National or International University.
- ▶ Reservations will be provided to eligible candidates as per Government of India norms.
- ▶ Post-qualification experience of 1 year is compulsory.

Session Timings

One 3-hour session per week:
Sunday, 6:00 PM to 9:15 PM



Application Closure Date | Closing Soon
Commencement Date | 19th May 2024

PROGRAMME FEE DETAILS

Application Fee - INR 1,500/- + GST

Total Programme Fee

(Exclusive of Application Fee)

INR 2,67,000/- + GST

Instalment Pattern

Instalment 1 : INR 89,000/-
(3 days from date of offer)

Instalment 2 : INR 89,000/-
(Before Term 2: 10th August 2024)

Instalment 3 : INR 89,000/-
(Before Term 3: 10th November 2024)

HEAR FROM OUR ALUMNI



MR. AKSHAY MAHESHWARI

“

I highly recommend IIM Trichy's PGCBA program offered by Jaro Education to anyone looking to upgrade their skills and boost their career. As an MBA graduate, I knew the importance of staying relevant in today's job market and the dream of graduating from an IIM. The program was like a stepping stone that opened multiple career options for me. I gained immense knowledge and skills, including analytics skills that have proved to be very relevant today. The IIM brand and alumni network is invaluable, and I built a strong network with other professionals. Jaro Education provided seamless support throughout the program, with lectures, exams, and quizzes arranged seamlessly. This certification has been an add-on to my current skills and hard work that I have put in. After completing the program, I received a 15% increment in my current company, Deutsche Bank, and multiple offers from other banks with a 25% to 30% hike and a designation of AVP.

”



HEAR FROM OUR ALUMNI



MS. MOUNICA KUCHIBHOTIA

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.

”



[Click to Watch Now!](#)

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.

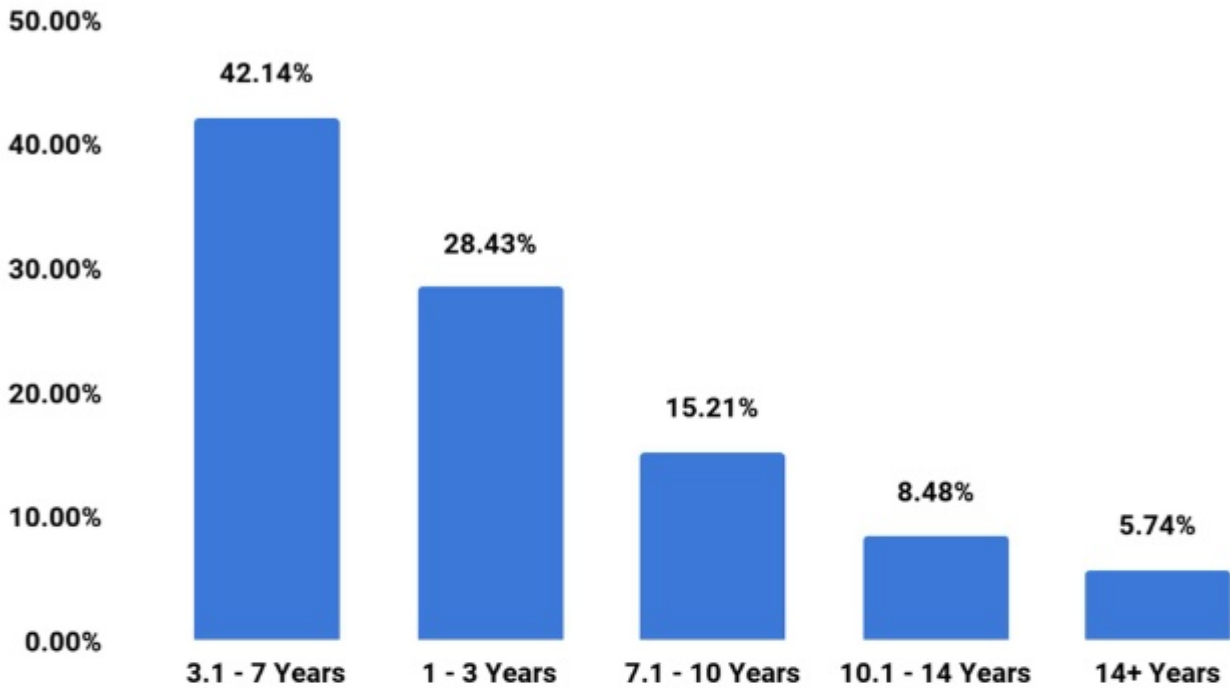
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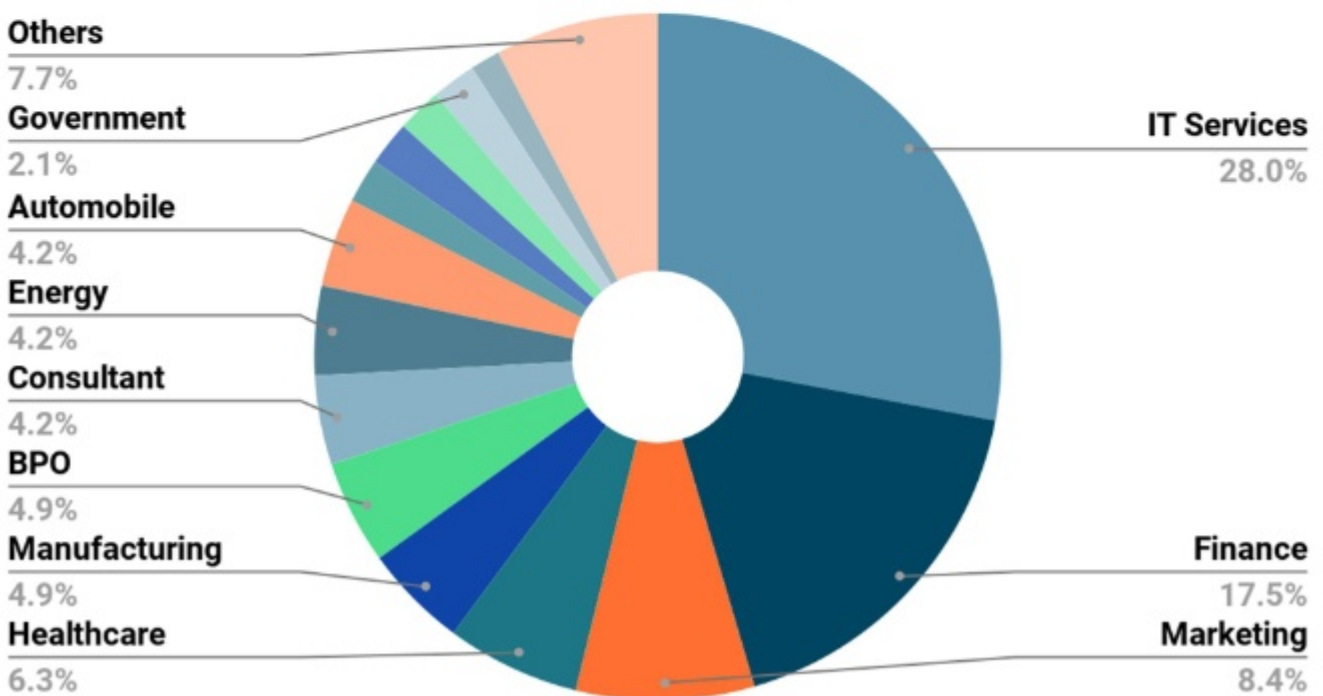
[Click to Watch Now!](#)

RECENT BATCH ANALYSIS

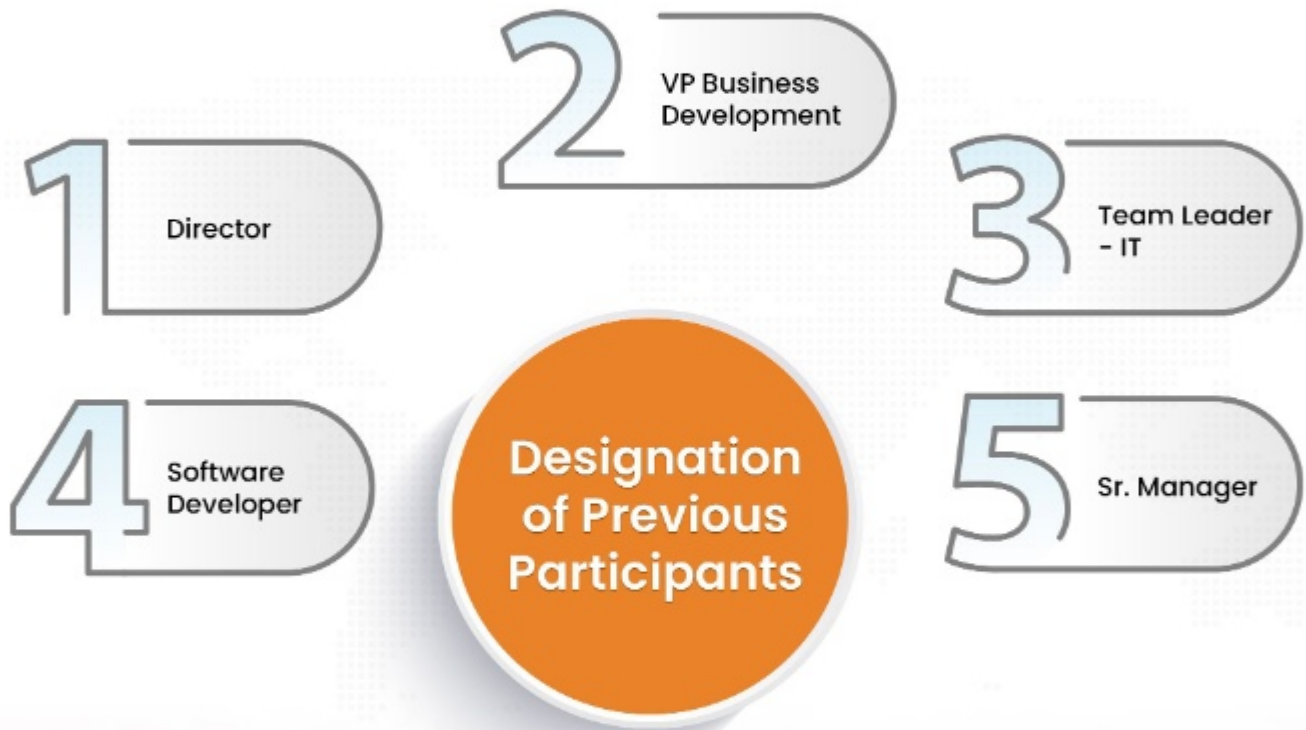
Previous Batch Experience



Industry Backgrounds of Our Participants



TOP COMPANIES OUR ALUMNI ARE WORKING WITH:



Note:

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. Past opportunities do not guarantee future prospects.

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.

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.

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.



CAREER

CAREER

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



Outlook Business Icon
Awards 2023

India's Most Trusted
Online Higher Education Company

Jaro Education is an edtech pioneer and 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 & PhD, 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.

IIM Tiruchirappalli has empanelled Jaro Education for promotion and admission support to its highly-recognized Post Graduate Certificate Business Analytics & Applications.

jaro education

Get in Touch

with Our Admission Representatives

**IIM Trichy Executive Education
and Consulting office**

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Jaro Education's Presence

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