

Empower Management Skills with a Visionary Approach

Post Graduate Certificate in
Senior Management Programme

IIM Tiruchirappalli



About IIM Tiruchirappalli



'The Week' – Business
Rankings 2023



BT-MDRA India's
Best B-Schools 2023



among Top B-schools
in MBA Universe Ranking
2024



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 48 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 22nd rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2023), 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.



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 - HR), 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



DR. SAJEET PRADHAN

Associate Professor
Organizational Behaviour & Human Resource Management
IIM Tiruchirappalli

Dr. Sajeet Pradhan is an Associate Professor in the area of Organizational Behaviour & Human Resource Management. He has completed his PhD from IIT, Kharagpur and holds an MBA in HR from KIIT University. He is also UGC-NET qualified. Dr. Sajeet has more than nineteen years of experience in teaching, training, and consulting. He is a well-known behavioural trainer having rich experience of more than 7000 training hours in various organizations like IOCL, L&T (Heavy Civil), L&T (WET), UDS, Grasim Paints, HPCL, Mazagon Dock

Shipbuilders Limited, TAFE, TMTL, RailTel, BEML, Exim Bank, IDBI, NHPC, GAIL, Petronet LNG Ltd, Indian Armed Forces personnel, Central Board of Direct Taxes (CBDT), Veritas Finance Pvt. Ltd, Telangana State Cooperative Apex Bank Limited (TSCAB), ORG MARG AC NIELSEN, KIIT University, and DAV schools. He has trained government officers and corporate executives from more than 50 countries. Sajeet has been a visiting faculty to leading institutions like IIM Indore, IIM Rohtak and IIT Kharagpur. He has authored 32 ABDC/ABS articles having 2000 plus citations. Some of his publications featured in journals such as the International Journal of Conflict Management, Journal of Enterprise Information Management, Personnel Review, Journal of Knowledge Management, Online Information Review, Evidence-based HRM, International Journal of Productivity and Performance Management, Journal of Organizational Change Management, International Journal of Organizational Analysis, IIMB Review, Consumer Behavior in Tourism and Hospitality. His scholarly work has also been published in BBC worklife. He was previously the associate editor of journals like Global Business Review (SCOPUS, ABDC) and Emerging Economy Studies (Sage). Sajeet is currently the editor of IIMT Journal of Management. He has conducted several FDPs on various data analysis tools like SPSS, AMOS, SmartPLS, NVivo, and DELVE for Indian and international researchers. Before joining IIM Trichy, he worked at IMI New Delhi as an Associate Professor of OB & HR.



PROF. MEENAKSHI NAGARAJAN

Associate Professor
Marketing
IIM Tiruchirappalli

Prof. Meenakshi Nagarajan is an Associate Professor of Marketing at IIM Tiruchirappalli. Prior to joining IIM Trichy, she worked at IMI New Delhi and Goa Institute of Management. She is a PhD from the Faculty of Management Studies (FMS), Delhi and holds a Masters in International Business from Delhi School of Economics, University of Delhi. She has more than two decades of academic experience spanning teaching, research, case writing, and training.

She has published papers in top-tier international journals including the Journal of Travel Research, Technological Forecasting and Social Change, Entrepreneurship and Regional Development, Journal of Cleaner Production, Journal of Strategic Marketing, International Journal of Consumer Studies, and Digital Policy, Regulation and Governance. She has published several cases that feature in Harvard Business Publishing (HBSP) and Ivey Publishing.

She has conducted training programs for Larsen & Toubro (Heavy Civil), Bureau of Indian Standards (BIS), TAFE-TMTL, Andhra Pradesh State Cooperative Bank, Roca, Armed Officers Program, and Goa Civil Services Officers-GIPARD.

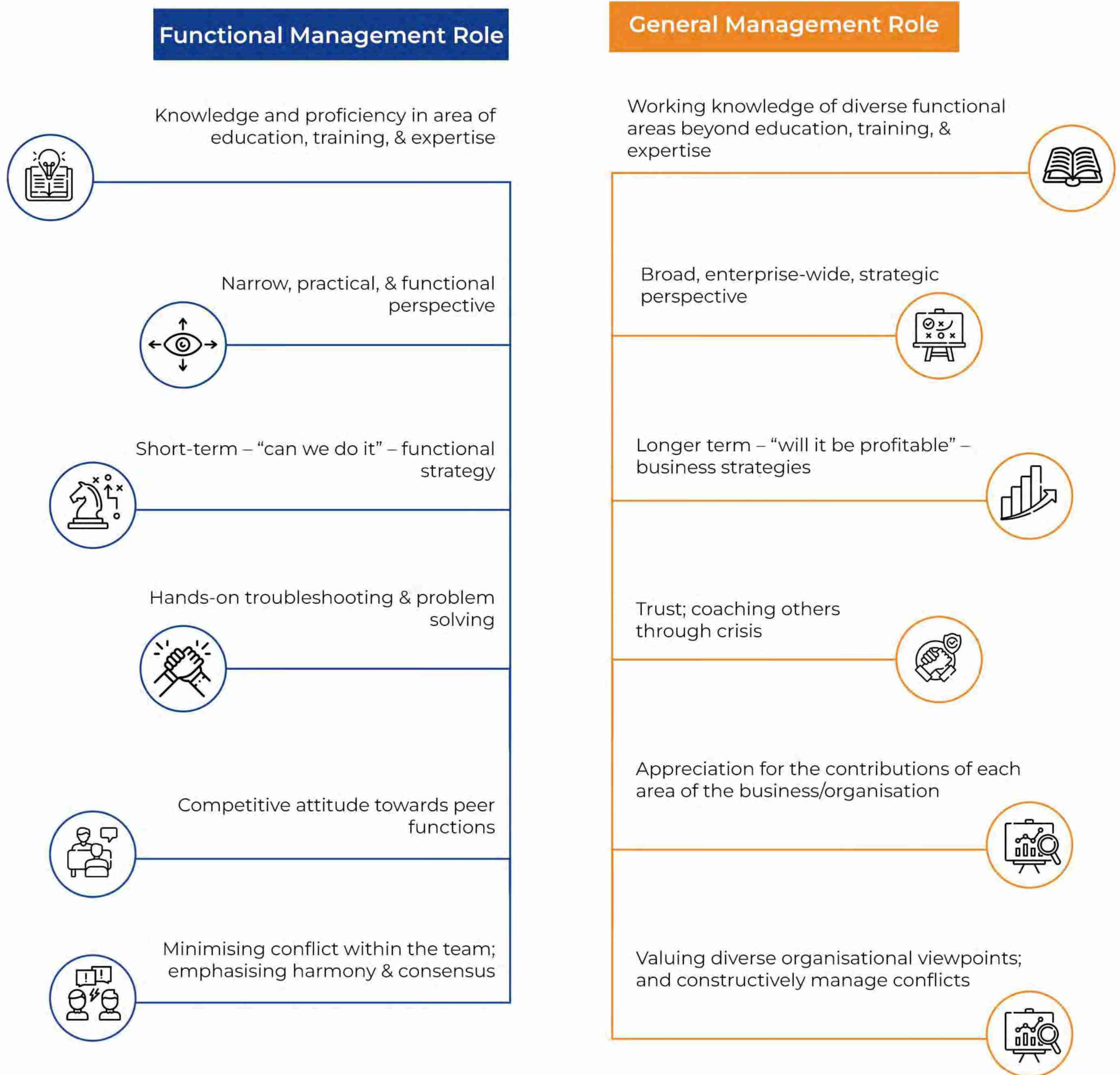
Programme Overview

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

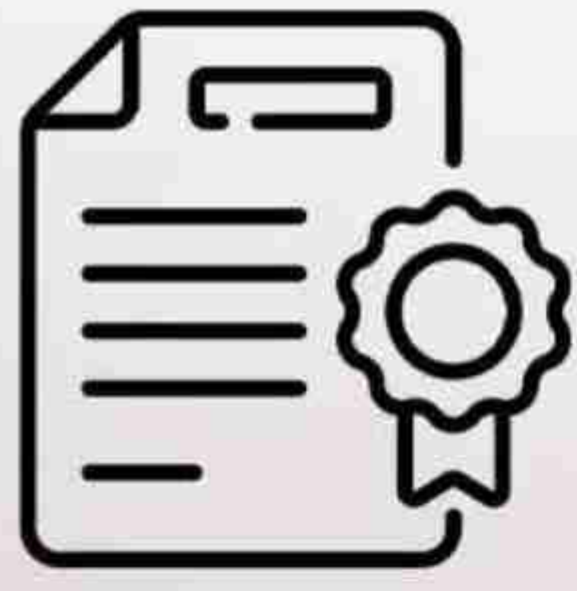
Creating Value

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

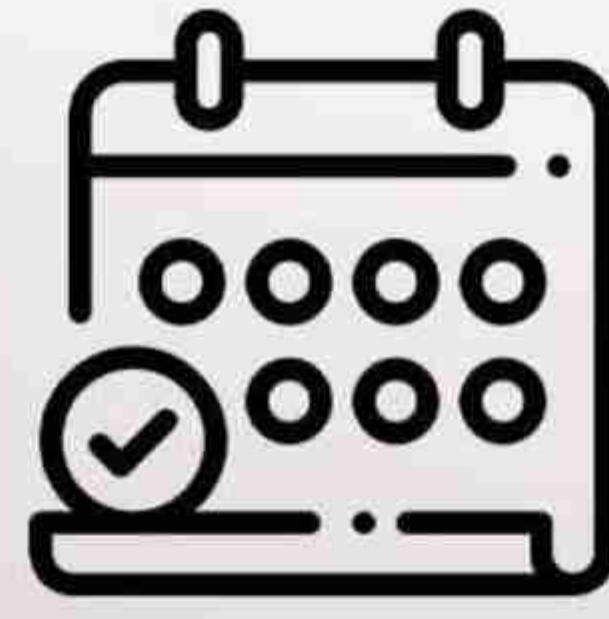
Management education helps overcome career inertia and accelerates career development. A contemporary general management education can help senior executives acquire a strategic perspective, gain relevant knowledge, develop new skills, forge stronger relationships, and foster creativity and self-confidence.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



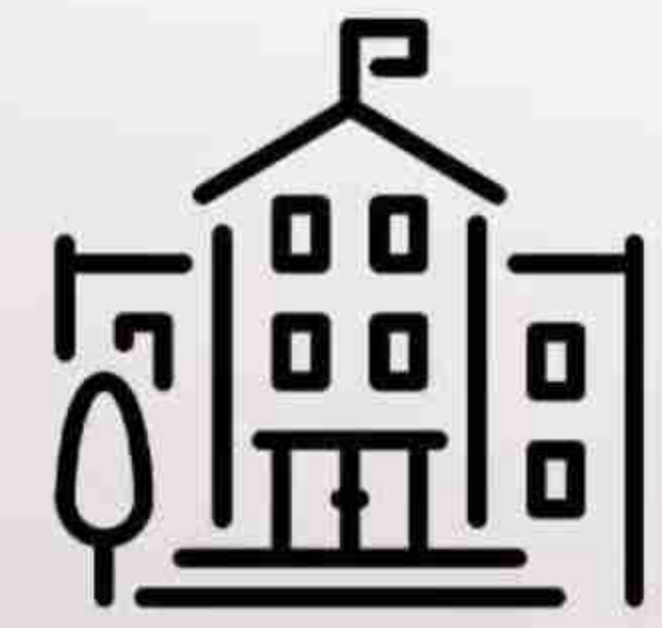
Programme Highlights



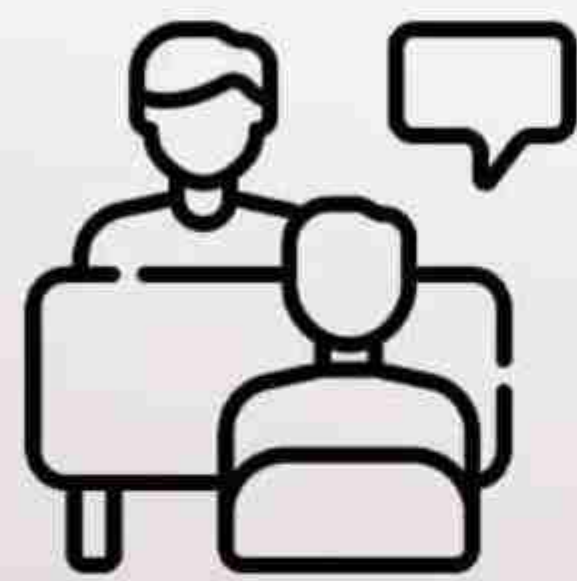
Executive Alumni Status
IIM Tiruchirappalli



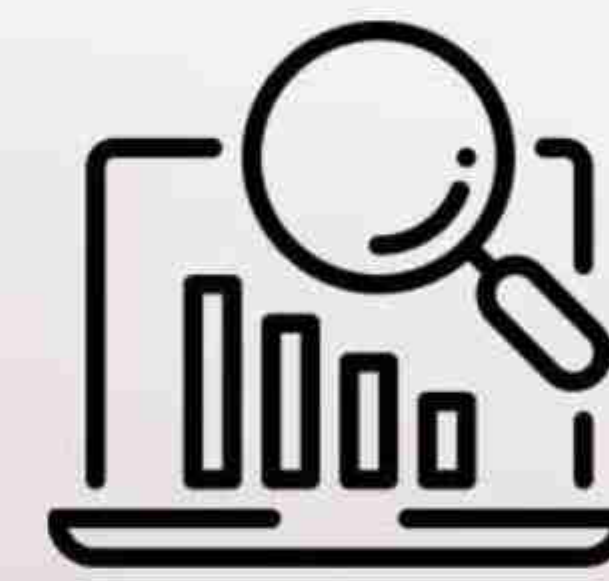
Contextually Designed
12-Month Programme



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
	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 ▶ Embedding design thinking as an organisational capability
	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



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 Sunday, 2:15 PM to 5:30 PM
Campus Immersion	<ul style="list-style-type: none">● One campus visit for 3 days at IIM Tiruchirappalli campus (Mandatory)
Application Closure Date	<ul style="list-style-type: none">● 31st January 2025
Commencement Date	<ul style="list-style-type: none">● 16th February 2025



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.

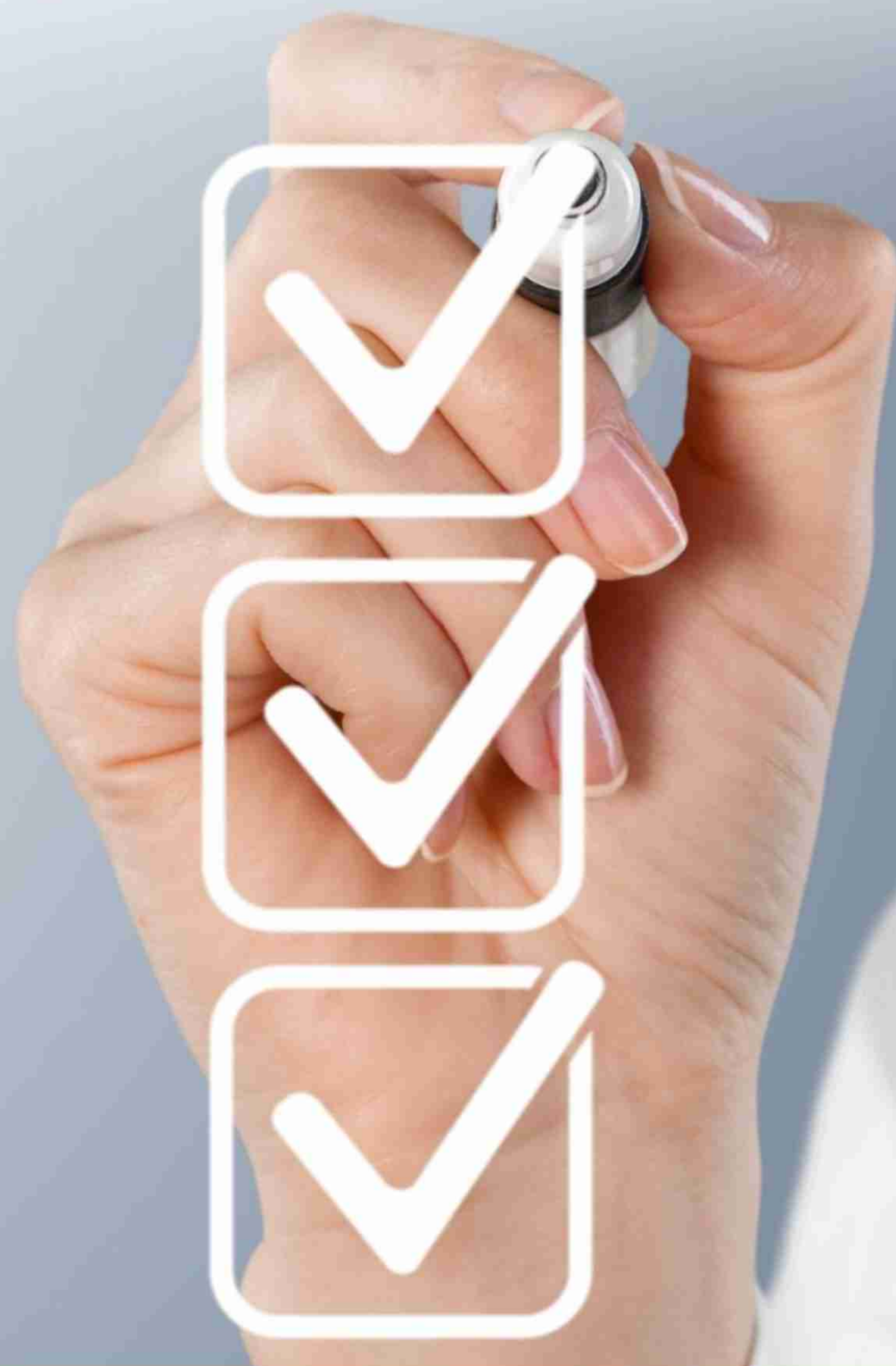
Assessment & Evaluation

- 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.
- 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.



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
(3 days from the offer letter)

Instalment 2

INR 1,20,000/- + GST
(10th May 2025)

Instalment 3

INR 1,20,000/- + GST
(10th July 2025)



F E E S

“Post Graduate Certificate in Senior Management Programme”

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



भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

Roll Number: XXXXX XXXX

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]

Programme Director

Programme Director

Dean- Corporate Relation & Faculty affairs

Director

Sl.No - XXXX XXXX XXXX XXXX

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

Resume Building

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.

LinkedIn Profile Optimization

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that defines your career trajectory.

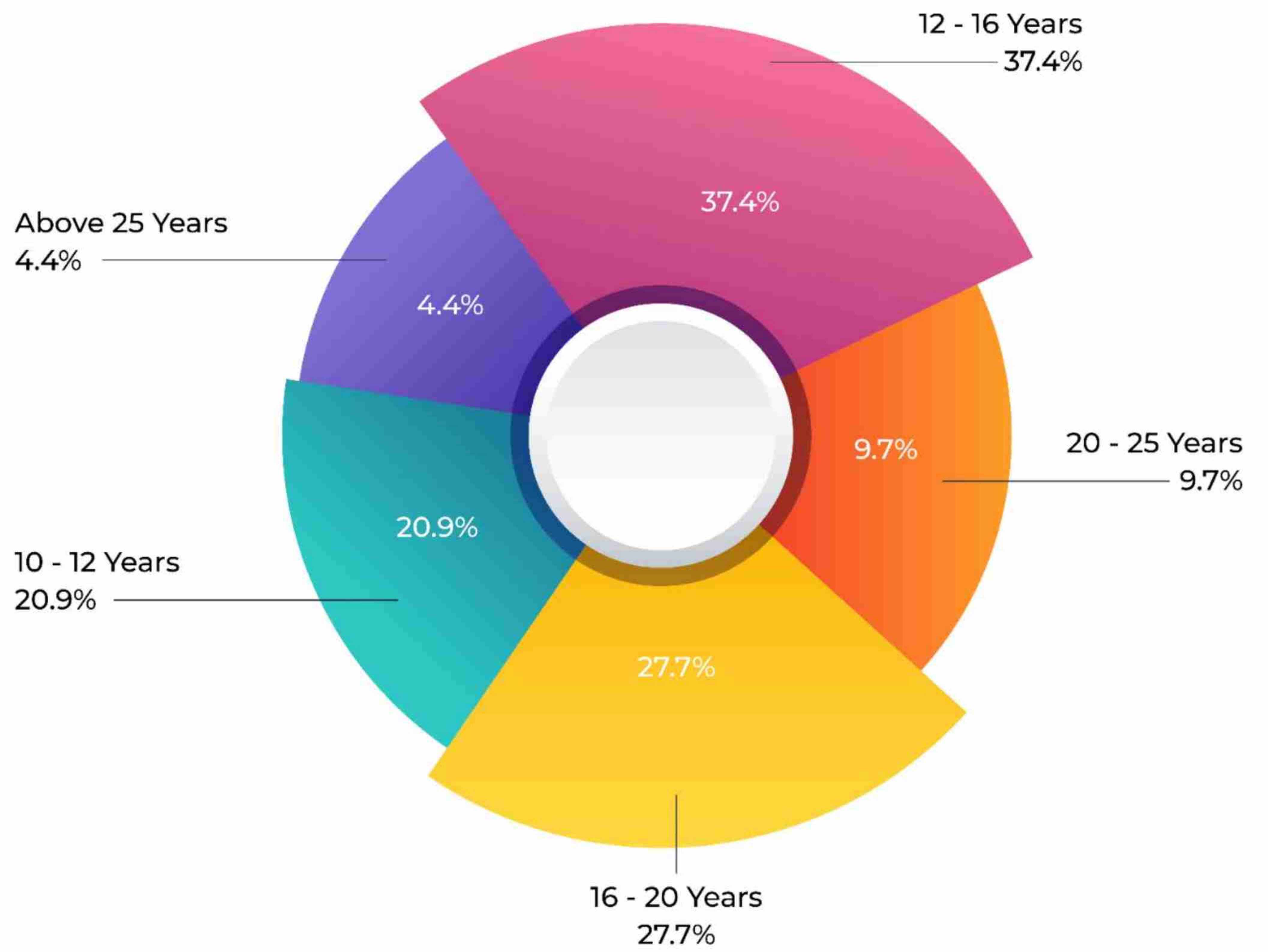
Career Enhancement Sessions

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

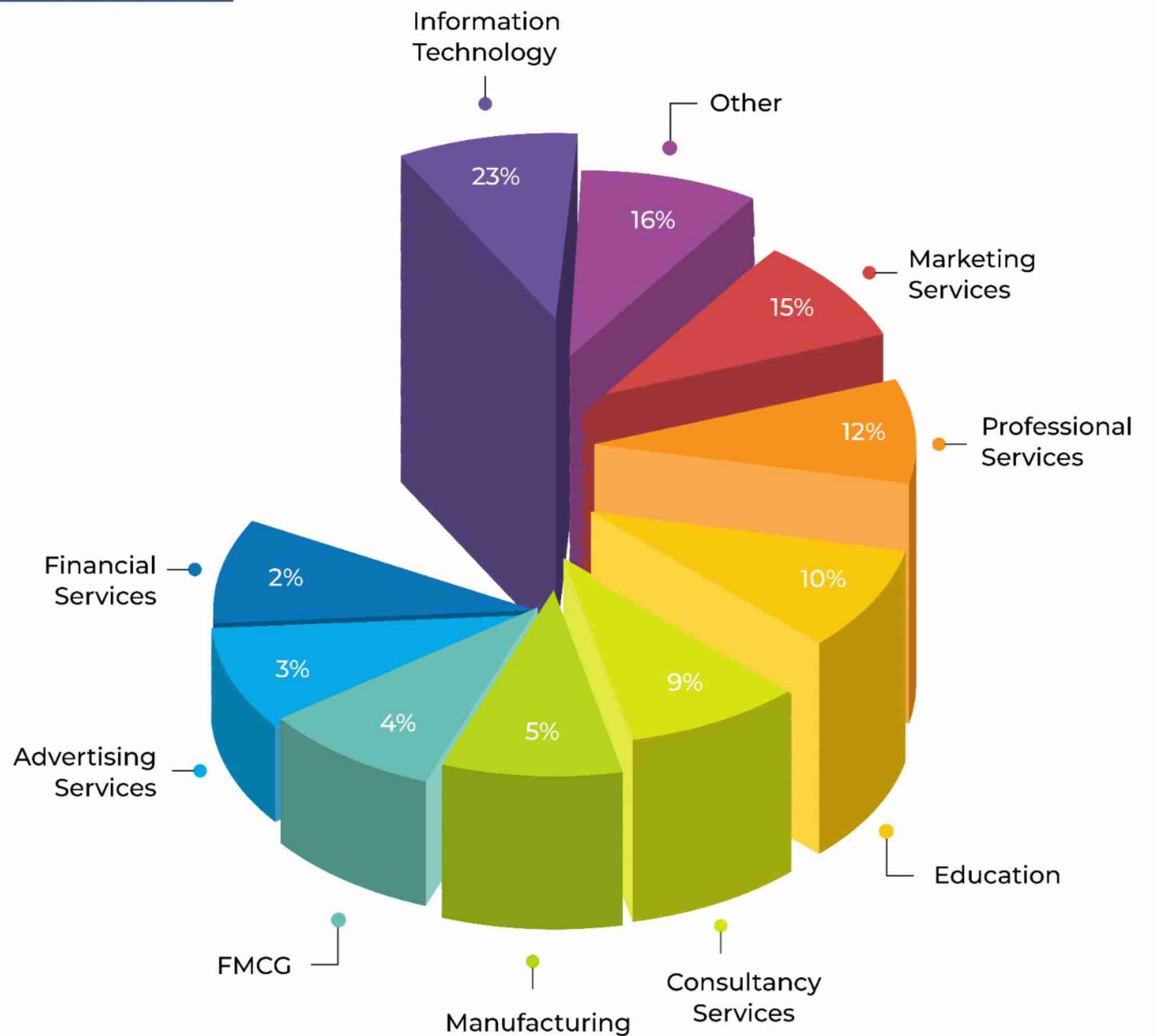
Note: IIM Trichy or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Trichy is not involved in any way with the Career Services described above and offer no commitments.



Work Experience



Industry Wise Bifurcation



Top Companies Where Our Alumni are Working at:



Top Designations:



Partner



Vice President



Head Business
Operations



Senior Regional Head



Associate
General Manager



Project Manager

Note:

- The above list is partial.
- Highlighted above are the collective batch demographics from Batch 01 to Batch 02 of IIM Trichy's Senior Management Programme.
- 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.



Mr. Rajasekar Arumugam
Manager, R&D - SaaS & Hosting | Aptean India

"The Post Graduate Certificate in Senior Management Programme (PGCSMP) captivated me with its comprehensive modules, instinctively elevating my leadership skills. I gained invaluable insights into leadership roles and their impact. Jaro Education has provided unwavering support, and the faculty's expertise has transformed my experience into a true boon, enhancing both my knowledge and professional growth immensely."



Mr. Siddarthareddy Lankireddy
Technical Architect, Stellantis

"The Senior Management Programme at IIM Trichy has illuminated my path from a technical architect to a strategic leader. The curriculum's focus on real-world applications and case studies has significantly enhanced my leadership skills. The faculty's extensive knowledge enriches every session. I'm confident this programme will prepare me for broader responsibilities. Jaro Education has been instrumental in my growth and learning journey!"



Mr. Krishna Kumar N.

"I joined the PGCSMP to enhance my strategic thinking and leadership skills. The programme aligned perfectly with my career goals, fostering strong problem-solving skills, a proactive approach to learning and adapting to new situations, and the ability to build strong relationships with colleagues and stakeholders through effective communication. The faculty was professional and supportive, creating an excellent learning environment. I highly recommend this programme for anyone looking to develop personal skills and advance their careers in a stimulating atmosphere."

Glimpse of the Previous Batch's Campus Immersion



About Jaro Education

3,50,000+
Career
Transformed

150+
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



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.

jaro education

Get in Touch

with Our Admission Representatives

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Jaro Education's Presence

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