

Batch
05



Explore new
Career Opportunities in
Business Analytics

Post Graduate Certificate Programme in

**Business Analytics
and Applications**

About IIM Tiruchirappalli

IIM Tiruchirappalli (IIMT) is one of the fastest-growing second-generation IIMs with a full-fledged state-of-the-art campus spread over 176 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 full time 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 15th rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2020), 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



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 an unceasing desire to learn in its students. 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 the 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 impart knowledge and 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.

Prof. Pawan Kumar Singh

The Director

Indian Institute of Management Tiruchirappalli

Source: IIM Tiruchirappalli website

DEAN AT IIM TIRUCHIRAPPALLI



Dr. P. Saravanan

Corporate Relations and Faculty Affairs

Dr. P Saravanan is currently a dean in Corporate Relations & Faculty Affairs at IIM Tiruchirappalli. Prior to this, he worked as a Professor in Finance and Accounting at IIM Tiruchirappalli and a Professor at IIM Shillong. His areas of interest are corporate finance, security analysis and portfolio management, corporate governance and project finance. He has published 36 articles in various journals, including A-category journals, which are ranked as per the Australian Business Deans Council (ABDC) classification. Six of his case studies on NSE and BSE listed companies were published by Ivey Business School and available in Harvard Business School case repository collection. He is a regular columnist in leading business newspapers like Economic Times, The Hindu Business Line, Financial Express and Mint.

PROGRAMME DIRECTORS



Prof. Anirban Som

Associate professor in Marketing Area at IIM Tiruchirappalli
Ph.D (Bond University, Australia)
M.Sc (National University of Singapore)

Dr. Anirban Som is an Associate professor in Marketing Area at IIM Tiruchirappalli. He has completed his Ph.D. studies from Bond University, Australia. He did his M.Sc. (Business) from the National University of Singapore. He holds an MBA degree from the ICFAI Business School (Hyderabad campus), India. He had worked at HCL Infinet Ltd, India after his MBA studies. He has published research articles in reputed journals like the Journal of Business Research (JBR), International Journal of Research in Marketing (IJRM), and Australasian Marketing Journal (AMJ) and has presented papers in various top international conferences like the Australia & New Zealand Marketing Academy Conference, European Association for Consumer Research conference, MARCON 2014 / 2016 - IIM Calcutta, Association for Consumer Research (ACR) Asia Pacific Conference, 2015. Anirban is currently a lecturer at IIM Trichy for doctoral and MBA level courses in the marketing area. Anirban has received various scholarships and awards. He won a Dean's scholarship at Bond University and also received an AUD\$5000 research grant for research excellence at Bond University. He was awarded the NUS Research scholarship for his Master's studies at the National University of Singapore. Anirban likes interacting with people and is an avid follower of games like cricket, soccer and table tennis. His areas of interest are consumer behavior and brand crisis management.

PROGRAMME DIRECTORS



Prof. Vinu C.T

Associate Professor in the Operations Management & Decision Sciences
Fellow (IIM Bangalore)
M.Tech in QROR (ISI Kolkata)
M.Sc. Statistics

Vinu CT is an Associate Professor in the Operations Management and Decision Sciences Area. He has completed his Fellow Programme in Management (FPM) from the Indian Institute of Management Bangalore. His doctoral research is focused in the area of financial time series. His current areas of research interest are volatility estimation and business analytics. He has about five years of industry experience in IT and Analytics. He has conducted multiple workshops/training on Business Analytics and Data Visualization. He holds M.Tech (Quality, Reliability and Operations Research) degree from Indian Statistical Institute, Kolkata and a Master's Degree in Statistics from Mahatma Gandhi University, Kerala.



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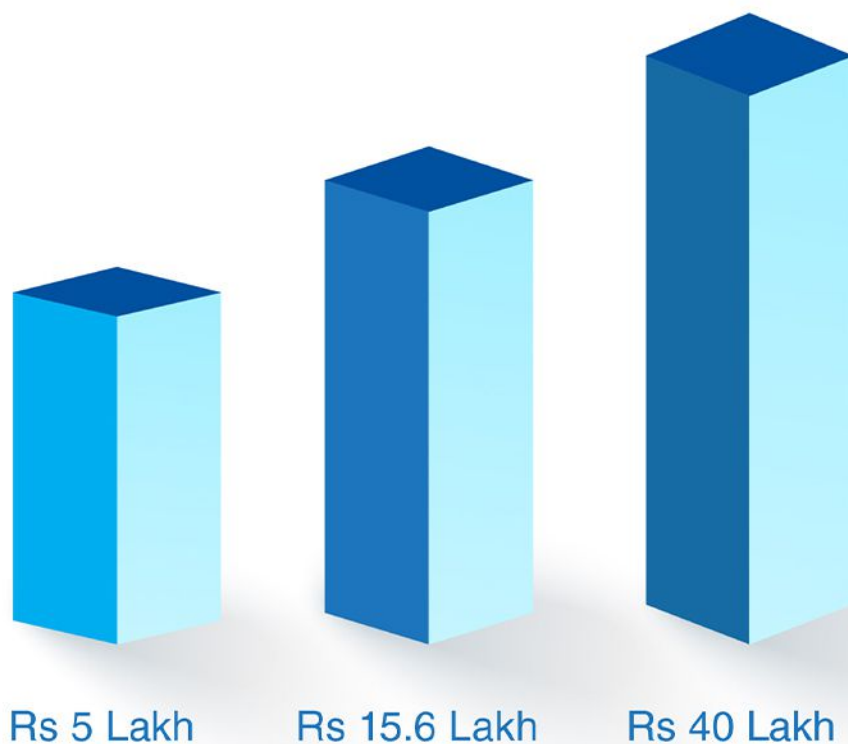
Business Analytics and Applications Career in India

- The median Business Analyst salary in India is recorded to go up to ₹ 750k in the coming years.
- Analytics professionals earn 23% more than most job profiles in India
- The India in-memory analytics market is projected to record a CAGR of 24.35%

Source- The Hindu. Inkwood Research. Glassdoor.

BUSINESS ANALYST SALARIES

Average salary of an employee as Business Analyst is ₹15.7 lakhs.



Employees as Business Analyst earn an average of ₹15.7 lakhs, mostly ranging from ₹5.0 lakhs to ₹40.0 lakhs

Source: 6figr- Business Analyst Salaries 2021

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, include R, Python, Tableau, Power BI, and lots more.
- Learn with experienced IIM Tiruchirappalli Faculty



Programme Overview

In today's fast-paced world, deriving valuable insights from data to inform business decisions is essential, regardless of business size. Business Intelligence tools and methods aid in analyzing past and current performance, enabling evidence-based decisions. Business Analytics (BA) utilizes statistical, predictive, optimization and simulation models to enhance planning and future performance.

IIM Tiruchirappalli offers a highly-demanded 1-year Post Graduate Certificate Programme in Business Analytics and Applications specifically tailored for working professionals, with the goal of enhancing their analytical and decision-making capabilities. This programme aims to provide a comprehensive framework for transforming data into meaningful business insights, leading to the generation of high-quality outcomes.

The programme will focus 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 domain

Programme Objectives

At the end of the programme, participants would be capable of:

- Analyzing and representing the data in a manner that is useful and easier to understand
- Understanding and Interpreting Analytical reports
- Creating dashboards and user-friendly tools for analysis
- Understanding the challenges in implementing an analytics study

Pedagogy

- The programme will be offered in a hybrid mode with one in-campus module at the end of the programme (subject to the prevailing pandemic situation) and the rest delivered in a synchronous learning mode. The synchronous learning classes will be spread over approximately 56–64 weeks with 3 hours of contact time per week.
- The pedagogy for this programme will include lectures, case-based discussions, and hands-on training. Participants are required to read the various course materials, assimilate them, and participate in class discussions. They will get exposure to software tools such as Microsoft Excel, Tableau, Power BI, SPSS, R, and Python.
- Course evaluation will involve assessments for each course. Participants will also work on the capstone project (preferably from the organization where they are working) to demonstrate their understanding of the concepts learned.

Explore a pool of diverse tools and techniques:



Programme Content

The programme is organized into the following set of modules to equip the participants with the necessary tools and application knowledge to enhance their analytical capabilities.

➤ Analytics Essentials

- Fundamentals of Business Statistics
- Data collection methods
- Visualization and Storytelling with data
- Operations Research for Business

➤ Analytics Tools and Techniques

- Business Intelligence and Analytics with PowerBI
- Predictive Modelling with R
- Data Mining with SPSS
- Python Programming for AI and ML

➤ Applications of Analytics

- Financial Analytics
- People Analytics
- Marketing Analytics
- Operations and Supply Chain Analytics
- Risk Analytics

➤ Capstone Project



Programme Highlights

Case-Study

Case study based learning

D2D-Learning

D2D (convenient direct to direct learning)

Campus Immersions

Peer networking at campus immersion

Capstone Project

Comprehensive project at the end of the programme

Campus Visits

One Campus visit of 3 days

Alumni Status

EEP Alumni Status

Data Models

Proven Pedagogy consists of new-age tools and techniques

*Subject to prevailing government rules pertaining to the pandemic.

Programme Certification

Be awarded with a
“Post Graduate Certificate in
Business Analytics & Applications- IIM Tiruchirappalli”
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

XXX

has successfully completed the

Post Graduate Certificate Programme in Business Analytics and Applications

through blended learning mode

Given on the _____

Programme Director

Programme Director

Dean (Corporate Relations & Faculty Affairs)

Director

Sl.No.:

Eligibility

- 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%).
- Reservations will be provided to eligible candidates as per Government of India norms.
- Post qualification experience of 1 year is compulsory.

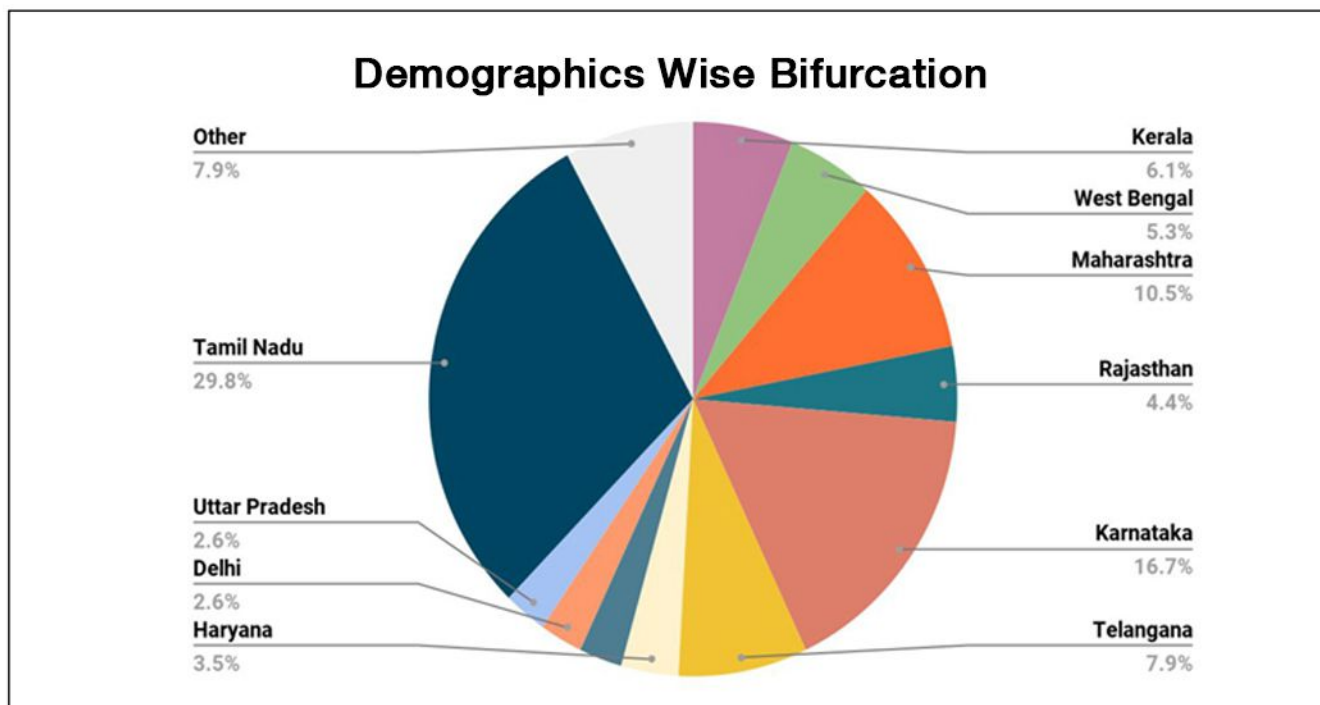
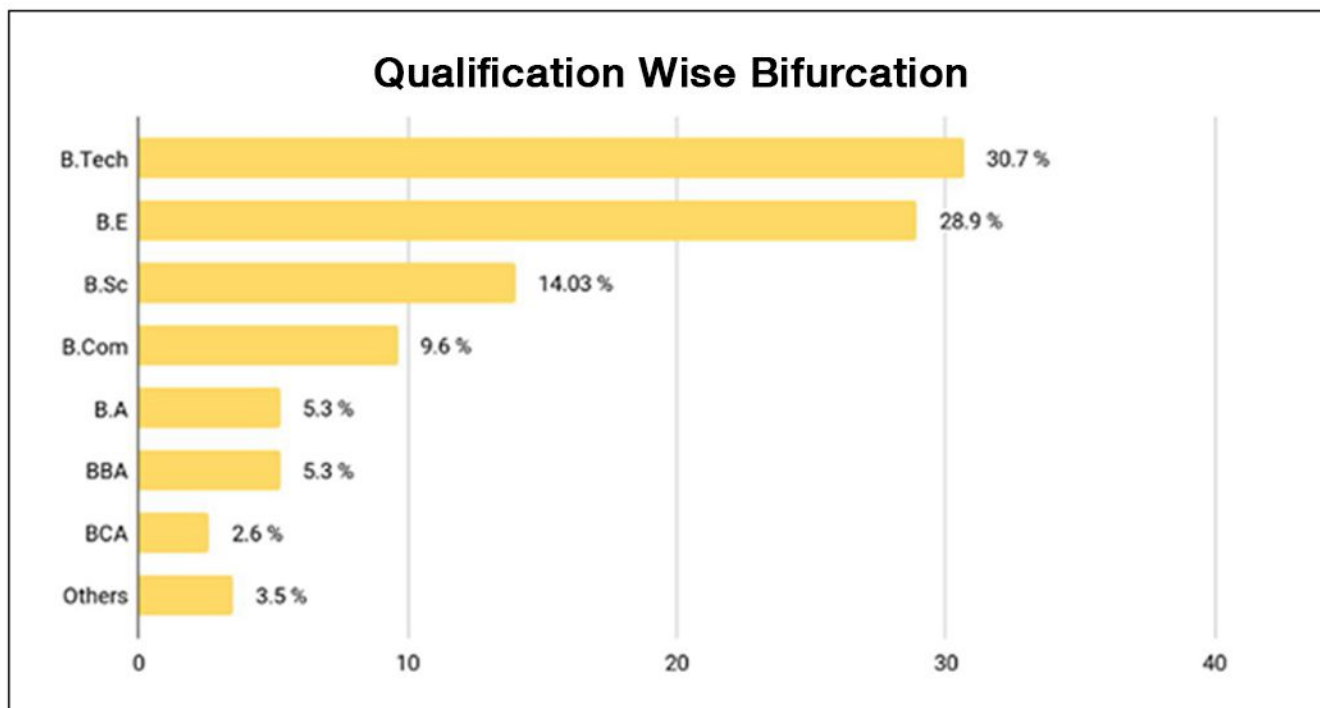
Programme Details

- **Duration:** • 1 Year
- **Batch:** • 05
- **Mode of Delivery:** • Direct to Device (D2D)
- **Campus Immersion:** • One campus immersion of 3 days
(Mandatory)
- **Hours of Learning** • 171 hours of engagement, including an in-campus module. (one campus visit of 3 days).
- **Schedule:**
 - Frequency- Once a week
 - Days-One 3-hour session per week
 - Session Timings: Sunday 2:15 pm to 5:30 pm
 - Commencement Date: June 2023

Fee Structure

Programme Fee			
Application Fee		Total Programme Fee	
INR 1,500/- + GST		INR 2,67,000/- + GST <small>(exclusive of applications fee)</small>	
Installment Pattern			
1st Installment	2nd Installment	3rd Installment	4th Installment
INR 92,000/-	INR 55,000/-	INR 55,000/-	INR 65,000/-
5 days from the release of offer letter	Before Term 2	Before Term 3	Before Term 4

Recent Batch Analysis



From Our Participants

The participants of the Post Graduate Certificate Programme in Business Analytics and Applications - Batch 1, share their experience:



Ms. Mounica Kuchibhotla

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."



Please click here to watch the full video



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."



Please click here to watch the full video