

Step Into
**Senior
Leadership**
with Strategic
Clarity

Post Graduate Certificate in
**Senior Management
Programme**

IIM Tiruchirappalli

Marketing Partner

jaro education

ABOUT IIM TIRUCHIRAPPALLI



BT-MDRA India's
Best B-Schools 2025



among top B-schools
in MBA Universe Ranking
2024



Features among
the Top 2% of Business
Schools globally



Established in 2011, the Indian Institute of Management Tiruchirappalli (IIMT) is among the fastest-growing second-generation IIMs, featuring a state-of-the-art campus spread over 175 acres in Tamil Nadu. The institute has earned its reputation as a premier management institution, dedicated to creating and disseminating management knowledge. IIM Trichy boasts 54 faculty members with strong academic and industrial experience.

Faculty members hail from leading management educational institutions in India, such as IIMs and IITs, as well as esteemed foreign universities. The institute offers a range of programmes, including its flagship Post Graduate Programme in Management (PGPM), Post Graduate Programme in Human Resource Management (PGPM-HR), Post Graduate Programme in Business Management (PGPBM) for working professionals, and the Doctoral Programme in Management (DPM).

The institute's commitment to excellence is reflected in its accreditations. IIM Trichy holds the prestigious accreditation from the Association of MBAs (AMBA) and is a member of the Association to Advance Collegiate Schools of Business (AACSB), underscoring its adherence to global standards in management education.

The Executive Education and Consultancy (EEC) Centre furthers IIM Trichy's mission to reach aspiring executives, considering their time and location constraints. These e-learning programmes enable IIM Trichy to venture into the online Executive Education space, focusing on delivering contemporary, conveniently accessible, and affordable quality management education.





PROF. PAWAN KUMAR SINGH

**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 now completed its 15-year milestone. Tiruchirappalli is a vibrant city widely known for its art and culture, which dates back thousands of years. Today, the city is a hub for educational institutions, scholastic centres, 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 embraces the responsibility of shaping students into the leaders of tomorrow—catalysts of change for the betterment of society. IIMT operates 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, thereby adding value to society and the nation. Starting the journey with an intake of 84 students, today we host over 900 students and offer diverse programmes such as the 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 working executives. The Executive Education & Consulting wing at IIM Trichy offers both short- and long-duration programmes, Faculty Development Programmes, and e-learning courses specially designed to enhance the skills and knowledge of corporate managers. Through a carefully designed curriculum, we shape our students into future leaders with a deep understanding of their fields. We also strive to create dynamic and innovative entrepreneurs who can bring positive changes to society.

Our strength lies in our faculty members and dedicated staff. Our faculty possess the highest levels of innovation and interactive teaching skills. They not only impart knowledge but also instill the core values and ethos of the invincible Indian culture. We foster a spirit of inquiry in our students, encouraging them to challenge existing paradigms for fruitful learning. High-quality research is an integral part of the IIMT culture. Our thoughtfully created Learning Resource Centre provides faculty and research scholars an exquisite academic ambience to nurture ideas and produce world-class research output. IIM Tiruchirappalli has expanded its horizons by entering

into various collaborations with academia and industry. We have signed academic cooperation agreements with reputed institutions worldwide. Through projects like 'Make a Difference', we inculcate social and national commitments in our students.

We take pride in who we are. While we do not rest on past accomplishments, we constantly seek innovative ways to realize our vision of becoming a leading management institution with a significant impact on business and society. We believe the institute has the potential to transform into one of the best world-class management schools in India. We invite every stakeholder in society to join us on this journey of spreading value-based management education.





PROF. K. S. MANIKANDAN

Fellow, IIM Bangalore

Professor of Strategy and Entrepreneurship, IIM Tiruchirappalli

Prof. K. S. Manikandan is a Professor of Strategy and Entrepreneurship at IIM Tiruchirappalli. He holds a doctorate in management from the Indian Institute of Management Bangalore. Manikandan's research focuses on the growth and governance of organizations. His research has been published in leading international management journals such as the Harvard Business Review, Rutgers Business Review, Strategic Management Journal, Journal of Management Studies, Asia Pacific Journal of Management and the Communications of the Association for Information Systems. He has authored case studies on companies like Bharat Forge, Curefit, ITC Limited, Tata Group, Tata Neu and Titan that are available in international case repositories such as Harvard Business School Publishing and The Case Centre.

Prof. Manikandan has facilitated Strategy Workshops for Redington Group and Design Thinking Workshops for managers at Hindustan Petroleum Corporation Limited and Servier Pharma Limited and conducted growth strategy sessions for executives of organizations such as VDart Corporation, Pratham Software, and United Health Group. Additionally, Manikandan has delivered sessions on various strategy-related topics to executives from organizations like Chennai Petroleum Corporation Limited, India Post, Indian Oil Corporation Limited, Hindustan Petroleum Corporation Limited, and Powergrid Corporation of India. He was also the speaker at the strategy retreats of Chennai Petroleum Corporation Limited, India Post and Pratham Software. At IIM Tiruchirappalli, he teaches courses on Design Thinking, Strategy, The Entrepreneurial Manager, Strategies for Growth, and Strategic Leadership.

Prof. Manikandan is the recipient of the AIS Learning Action Award (2020), EFMD Best Case Award (2017), Director's Merit Award (IIM Bangalore), SAP Labs Scholarship (IIM Bangalore), University Gold Medal (Anna University), and the Foundation for Excellence Scholarship (FFE, USA). Before joining academia, Prof. Manikandan worked at Hindustan Aeronautics Limited, an aerospace company, and TVS Motors Limited, an automotive firm. He holds a degree in Mechanical Engineering from the College of Engineering Guindy.



DR. SHAMEEM S.

Ph.D., IIT Madras

Associate Professor, IIM Tiruchirappalli

Dr. Shameem S. is an Associate Professor at the Indian Institute of Management Tiruchirappalli. She has over a decade of academic and research experience, having previously served as a faculty member at XLRI Jamshedpur, Great Lakes Institute of Management, and IFMR (Krea University). She has also worked as an HR Officer at National Oxygen Limited and held research positions at the Technical University of Munich, Georg-August-Universität Göttingen, and the Institute for Financial Management and Research, Chennai.

She holds a Ph.D. from IIT Madras, where her thesis on employee-customer interaction and emotional labour received the Best Thesis Award at the National Academy of Psychology conference in 2016. She earned a Master's degree in Applied Psychology (with a specialization in Industrial Psychology) from Pondicherry University, where she was awarded the Gold Medal for securing the first rank. She also holds a B.Sc. from JIPMER, where she received a Gold Medal and was recognized as the Best Outgoing Student.

Dr. Shameem has published extensively in top-tier journals, including ABDC-A*, A, and Scopus Q1-ranked publications. Her work has been presented at prestigious conferences such as the Academy of Management (AOM), British Academy of Management (BAM), and Australian and New Zealand Academy of Management (ANZAM), among others. She has received several prestigious awards, including the Outstanding Paper Award at IIT Madras in 2023, Best Paper Awards at INDAM in 2024 and 2013, and the Best Research Proposal Award at the Yale-Great Lakes International Conference in 2011, to name a few.

She has designed and delivered courses for PGPM, PGDM, executive, and doctoral programs in Human Resource Management, Industrial Relations, Organizational Behavior, Research Methodology, Empirical Research, Agile HR, Contemporary Workplace Challenges, the Future of Work, and Digital HR & Workforce Analytics. She has also led consultancy projects, including a Tamil Nadu government-funded project on MSMEs and a study on housing demand trends in Sricity.

Dr. Shameem is actively involved in professional networks such as the Academy of Management (AOM) and serves on the editorial and review boards of leading HR and business journals. She was a DAAD "New Passage to India" Scholar at the Technical University of Munich and continues to engage in interdisciplinary research, focusing on various facets of workplace behavior studies.

She has also designed and delivered Management Development Programs (MDPs) on Strategic Human Resource Planning, Agile HR, Workforce Analytics, and Women in Leadership, among other customized programs, helping organizations enhance their HR strategies and leadership capabilities.

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.

Functional Management Role	General Management Role
Knowledge and proficiency in area of education, training, & expertise	Working knowledge of diverse functional areas beyond education, training, & expertise
Narrow, practical, & functional perspective	Broad, enterprise-wide, strategic perspective
Short-term – “can we do it” – functional strategy	Longer term – “will it be profitable” – business strategies
Hands-on troubleshooting & problem solving	Trust; coaching others through crisis
Competitive attitude towards peer functions	Appreciation for the contributions of each area of the business/organisation
Minimising conflict within the team; emphasising harmony & consensus	Valuing diverse organisational viewpoints; and constructively manage conflicts

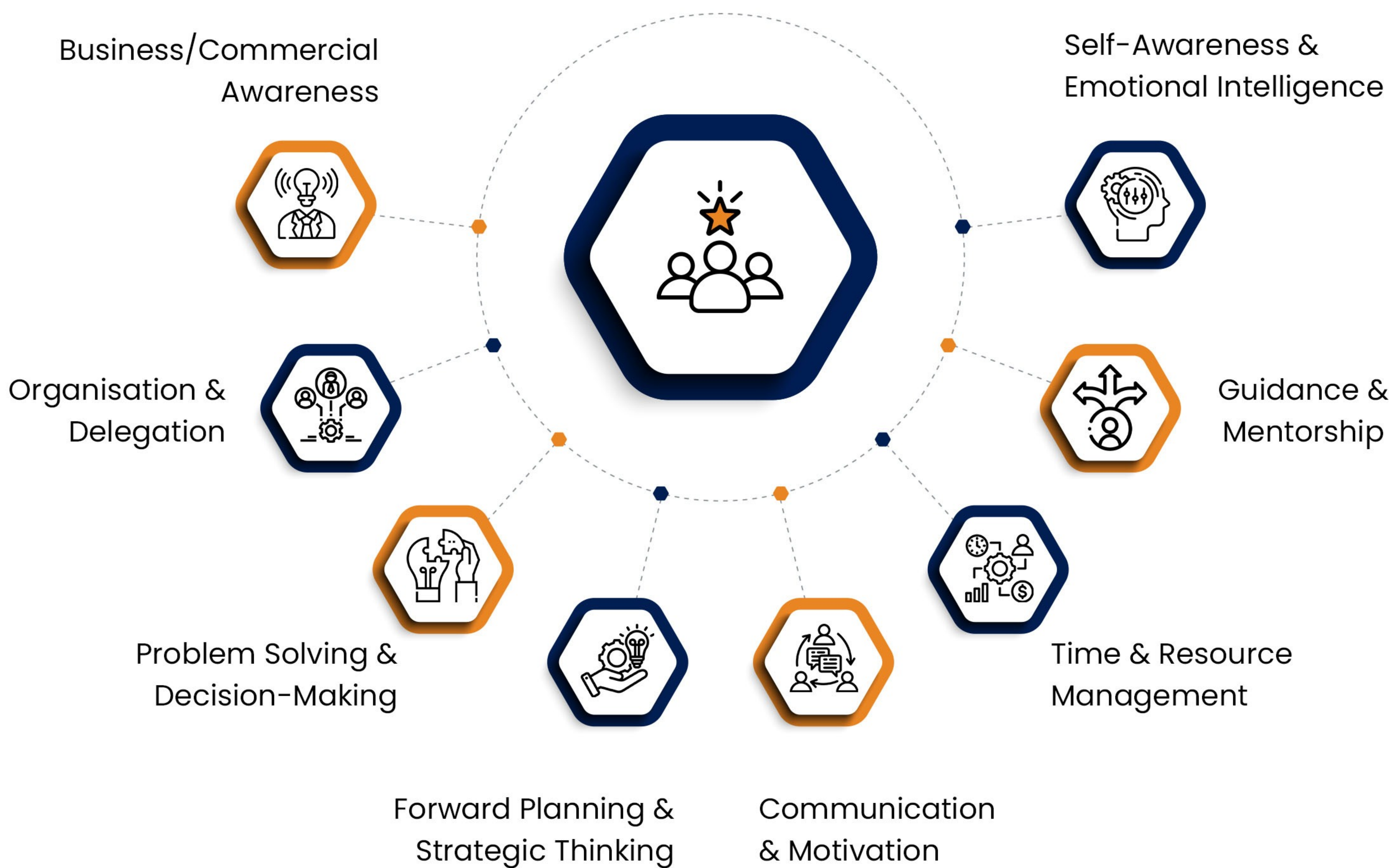
Like all transitions, successfully making the leap to a senior or general management role requires aspirants to let go of or stop using skills and values that were important for their success in their previous role but are now inappropriate for the new position. It also necessitates preserving, modifying, and upgrading existing skills and competencies, as well as learning and adding new skills.

Essential Skills for Senior Management and Leadership Roles

Stepping into a senior management or leadership role is not just about handling greater responsibilities—it's about influencing direction, driving results, and leading people through change. Success at this level hinges on a unique blend of personal attributes and professional competencies.

While leadership and management often overlap, both rely on critical capabilities such as planning, decision-making, communication, and the ability to manage time and teams effectively.

Here are the eight essential skills every senior leader must master:



Strategic Imperatives for Modern Management: Thriving Amid Complexity

Key Challenges

Strategic Imperatives

- Champion a digital-first mindset; invest in reskilling and emerging tech adoption.
- Build adaptive strategies with measurable milestones; align teams around a shared vision.
- Foster a collaborative, inclusive culture with agile team structures.
- Create innovation sandboxes; implement structured risk governance frameworks.
- Leverage data-driven customer insights; personalise value propositions.
- Institutionalise mentorship programmes and succession planning.
- Build business continuity plans; diversify revenue streams and supply chains.
- Integrate sustainability metrics into KPIs and executive accountability frameworks.
- Deploy real-time analytics tools and establish clear performance metrics.
- Communicate change clearly; empower change agents across business units.



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.



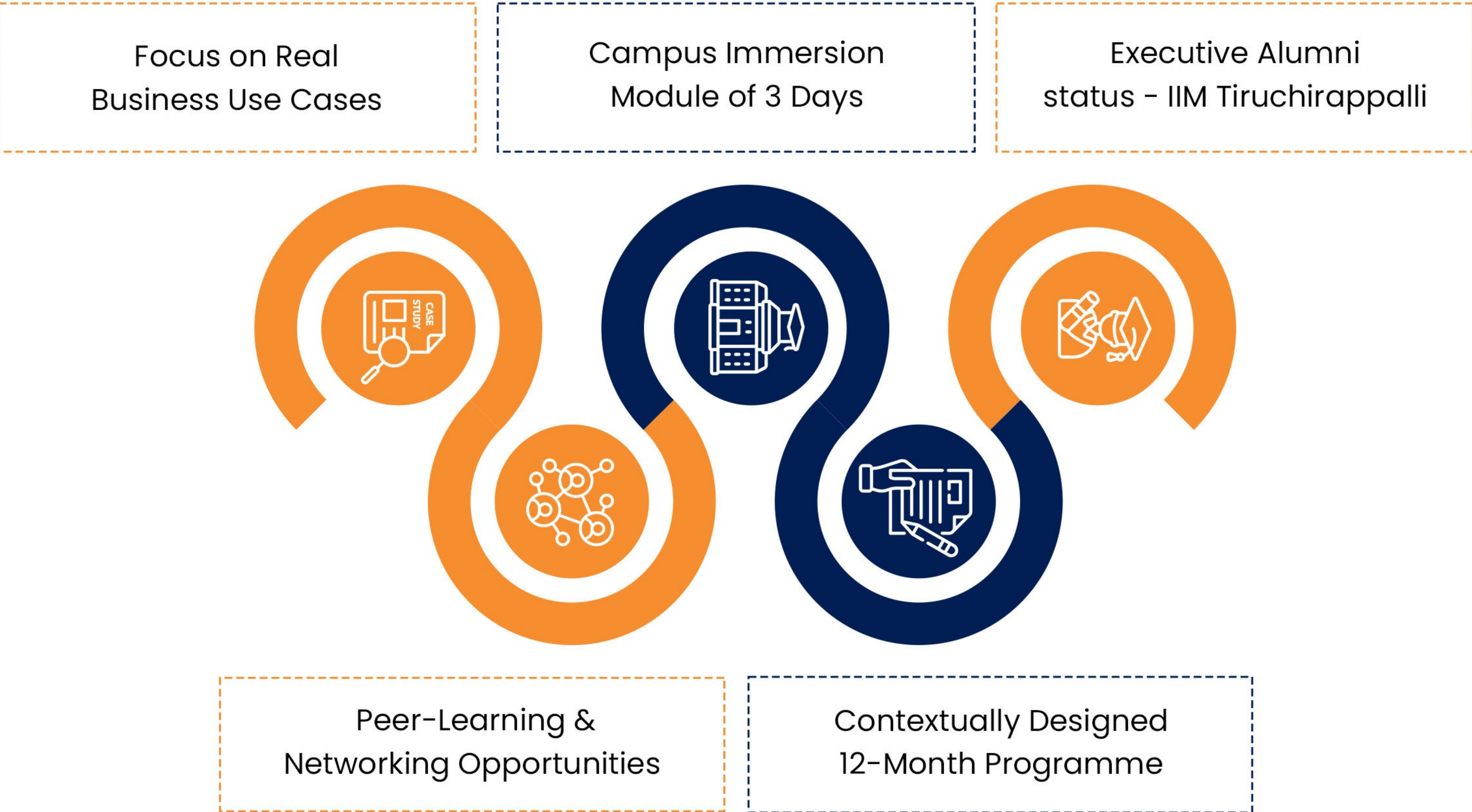
Programme Overview

As global demand for senior management expertise continues to rise, the gap between leadership needs and qualified talent remains wide. The Post Graduate Certificate in Senior Management Programme by IIM Tiruchirappalli is designed to bridge this gap — empowering ambitious professionals ready to transition into higher leadership roles.

This interdisciplinary programme offers a comprehensive exploration of key management domains, sharpening strategic thinking, cross-functional understanding, and leadership acumen. Through a deep dive into core business principles, contemporary paradigms, and practical frameworks, participants gain the holistic insight needed to lead with confidence and impact in today's complex business environment.



Programme Highlights



KEY 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 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 I

1. Organisational Behaviour

- ▶ Foundations of organisations
- ▶ The organisation, environment and design elements
- ▶ Understanding individual employees
- ▶ Understanding groups and teams

2. People Management

- ▶ Strategic alignment of HR
- ▶ Talent management & succession planning
- ▶ Diversity, Equity, Inclusion & belongingness
- ▶ HR analytics

3. Analytics for Business

- ▶ Descriptive statistics for managerial decisions
- ▶ Data visualisation
- ▶ Managerial decisions using regression
- ▶ Prescriptive analytics – interpretation and insights
- ▶ Multi-criteria decision making

Module II

4. Macroeconomics

- ▶ 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

5. Financial Reporting and Analysis

- ▶ 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

6. Leading Team for High Performance

- ▶ 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

7. Leadership and Change Management

- ▶ 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

8. Marketing Foundations

- ▶ 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
- ▶ Capturing value through strategic pricing
- ▶ Delivering value in the omnichannel environment
- ▶ Communicating value in an integrated world

Module IV

9. Information Technology and Business

- ▶ 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

10. Operations and Supply Chain Management

- ▶ 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

11. Corporate Finance

- ▶ Time value of money
- ▶ Techniques of investment decisions capital
- ▶ Budgeting
- ▶ Capital structure decisions
- ▶ Working capital management

12. Strategic Management

- ▶ What is strategy?
- ▶ Industry analysis
- ▶ Value chain analysis
- ▶ Business models
- ▶ Corporate advantage



Module VI

13. Marketing in Digital Era

- ▶ 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

14. Digital Transformation

- ▶ Introduction to digital transformation
- ▶ Building digital/leadership capabilities for digital transformation
- ▶ Phases of digital transformation – case
- ▶ Disruptive business models

15. Negotiation Essentials

- ▶ Introduction to negotiations and negotiation tactics
- ▶ Distributive negotiations
- ▶ Win-win negotiations

Module VII

16. Innovation and Design Thinking

- ▶ 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



17. Intellectual Property Rights Management

- ▶ Introduction to intellectual property rights
- ▶ IP rights and business value
- ▶ Business strategy, technology strategy and IP strategy
- ▶ 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

18. Building a Sustainable Business

- ▶ Opportunities and challenges in driving social performance
- ▶ Leveraging ESG performance for competitive advantage

Campus Module

- ▶ Strategy Capstone Simulation



PROGRAMME DETAILS

Duration	12 Months
Mode of Delivery	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.
Campus Immersion	One campus visit for 3 days at IIM Tiruchirappalli campus (Mandatory)
Schedule	One 3-hour session every Sunday from 2:15 PM to 5:30 PM



Application Closure Date

Closing Soon

Programme Commencement Date

12th October 2025

FEE STRUCTURE

Application Fee: INR 2,000/- + GST

Total Programme Fee
(Excluding Application Fee)

INR 3,60,000/- + GST

-All fees are exclusive of applicable taxes.

Instalment Pattern

Instalment I: INR 1,20,000/- + GST
Before Term 1 (5 Days from the date of offer or [Whichever is earlier])

Instalment II: INR 1,20,000/- + GST
Before Term 2 (10th January 2026)

Instalment III: INR 1,20,000/- + GST
Before Term 3 (10th April 2026)

Easy EMI Options Available*

Note: All fees are exclusive of applicable GST.

PEDAGOGY

INTERACTIVE. IMMERSIVE. IMPACTFUL.

Experience a cutting-edge learning approach that blends technology with dynamic teaching methods. The programme leverages:

Live faculty-led
lectures

Real-world
case studies

Assignments &
quizzes

Simulation games
& role plays

Group projects &
peer learning

Hands-on, application
based activities

Designed to keep you engaged, this immersive methodology ensures you don't just learn — you apply, innovate, and lead.

ELIGIBILITY CRITERIA

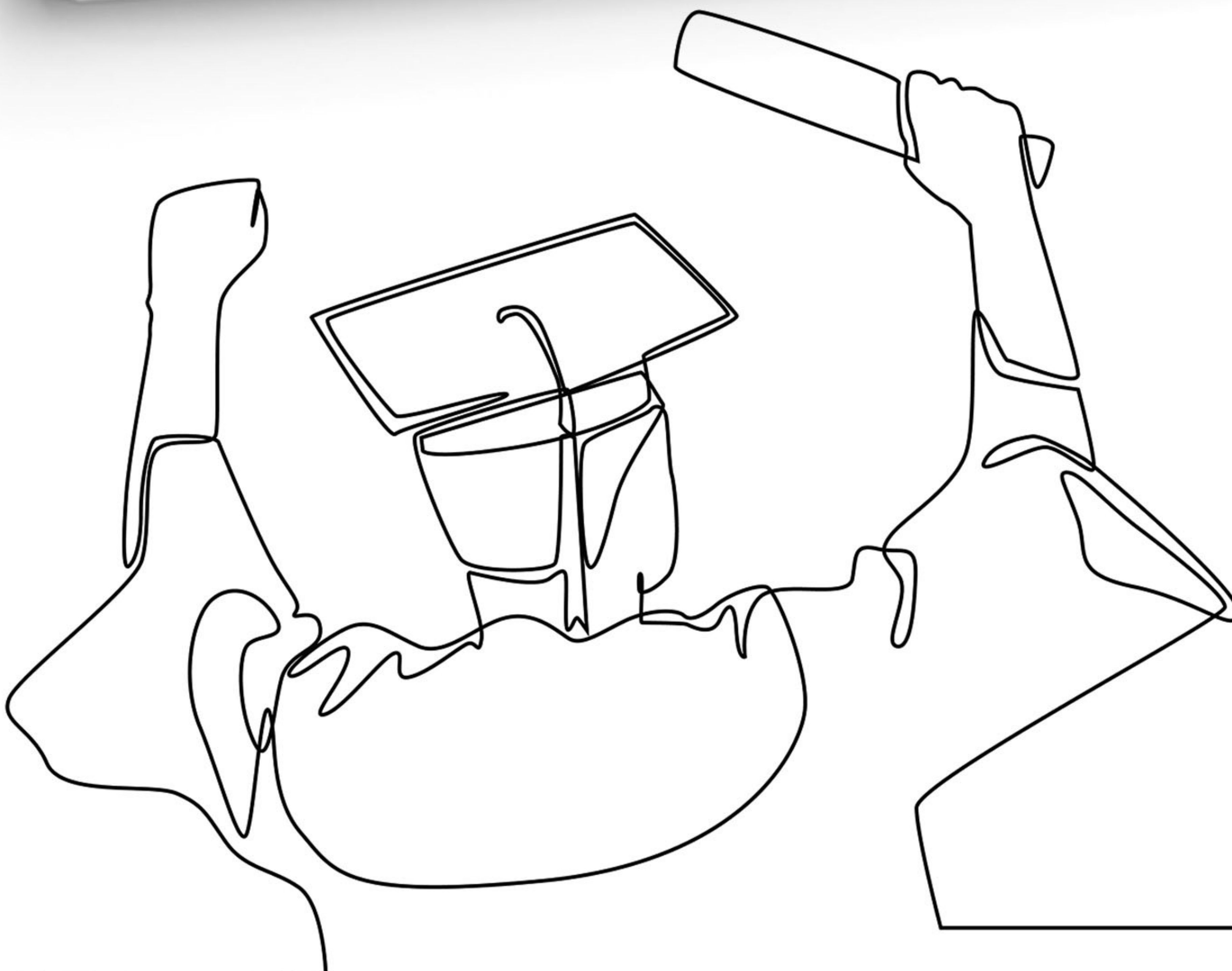
- ▶ Bachelor's degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD] awarded by:
 - a. Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament; or
 - b. Institutions declared to be deemed as a University under Section 3 of the UGC Act, 1956; or
 - c. Possess an equivalent qualification recognised by the Ministry of HRD, Government of India
- ▶ Minimum post-qualification managerial experience of 10 years is essential.

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

- “**Post Graduate Certificate in Senior Management Programme**” for those who successfully complete the prescribed course of study and fulfil all other academic requirements.
- Successful candidates will also be accorded **IIM Tiruchirappalli** Executive Education Programme Alumni Status.



Hear from the Participants



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.

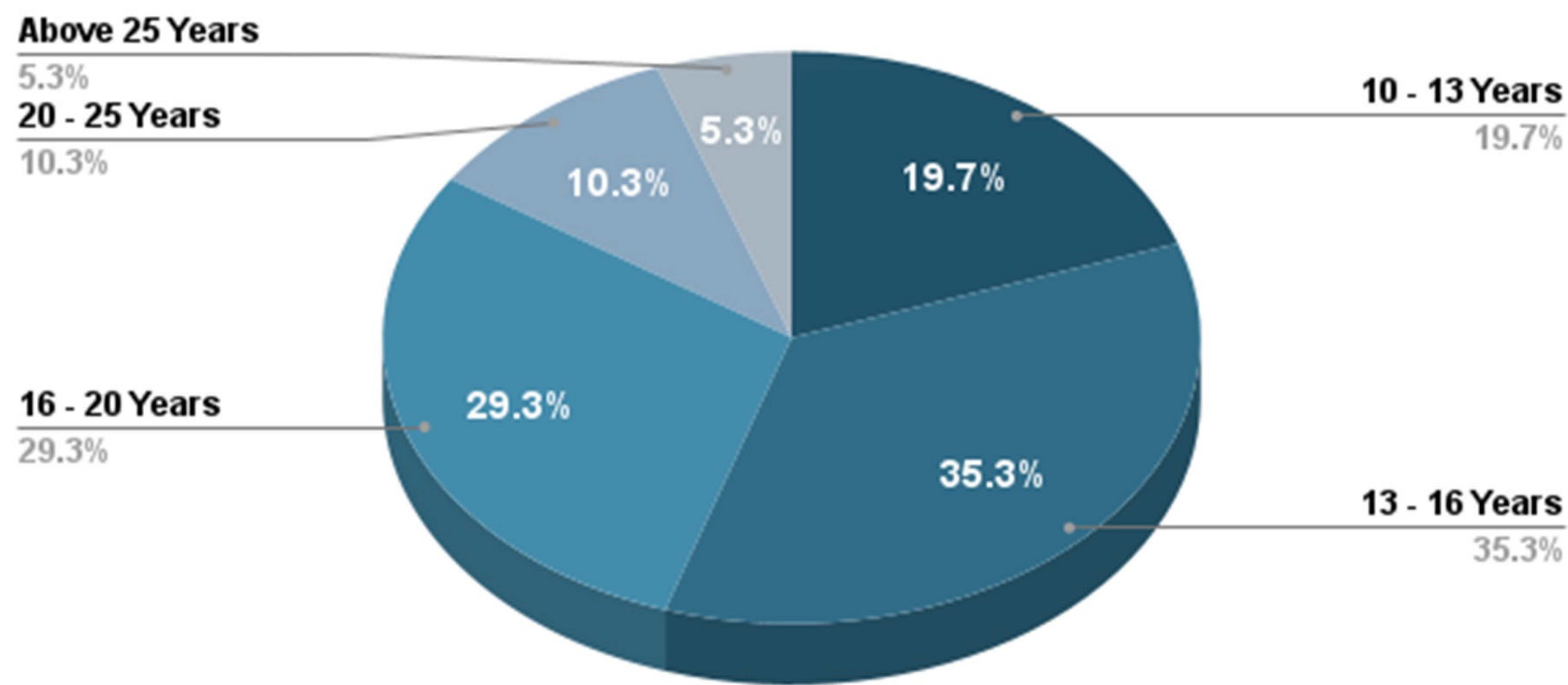
"I joined the PGCSMP to enhance my strategic thinking and leadership skills. The programme aligned perfectly with my career goals, fostering strong problem-solving skills, a proactive approach to learning and adapting to new situations, and the ability to build strong relationships with colleagues and 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."



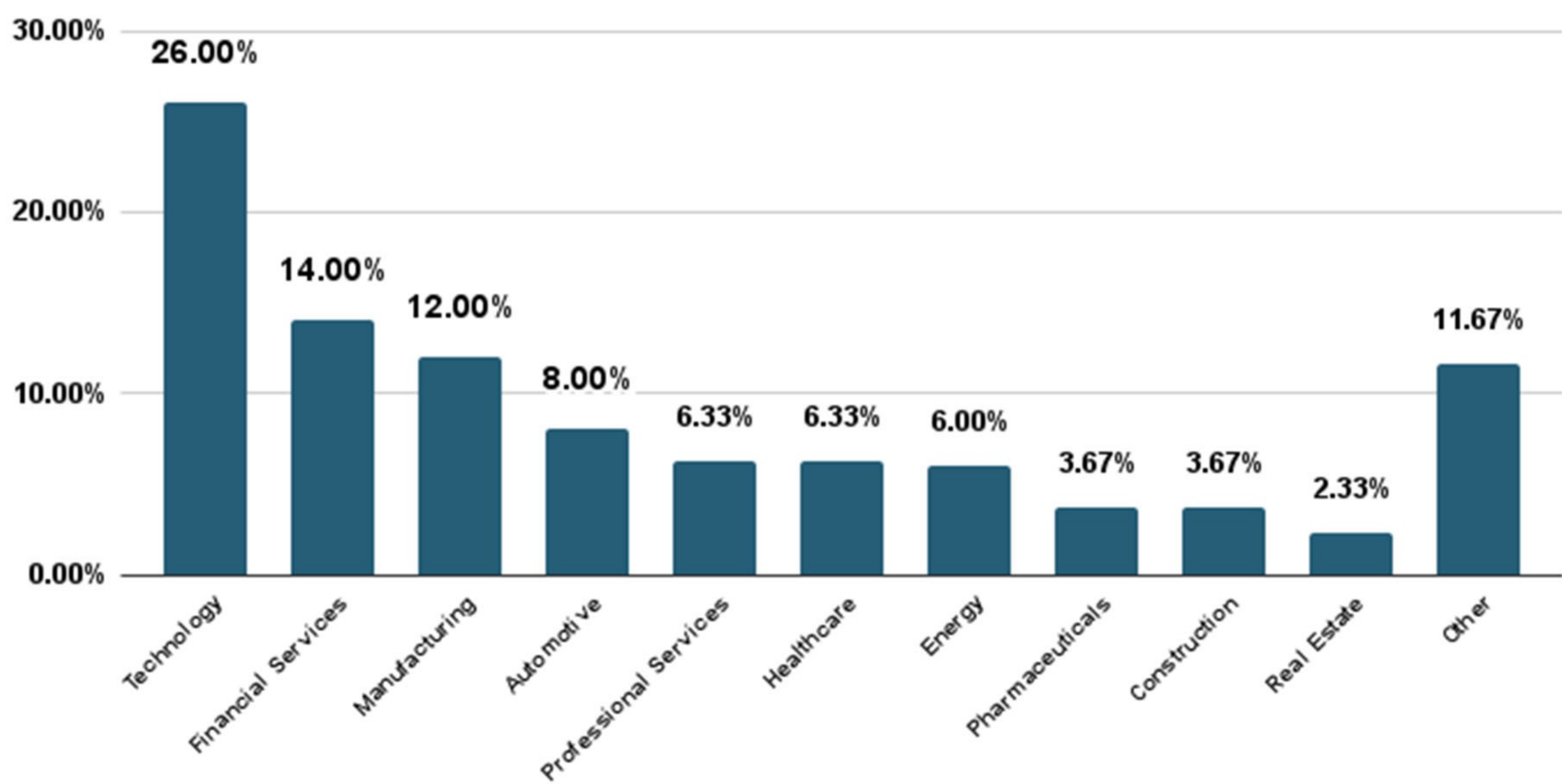
GLIMPSE OF THE PREVIOUS BATCH'S CAMPUS IMMERSION



WORK EXPERIENCE



INDUSTRY-WISE BIFURCATION



RECENT BATCH ANALYSIS

TOP COMPANIES WHERE OUR ALUMNI ARE WORKING

TOP PROFILES OF OUR ALUMNI

Chief Executive Officer (CEO)	Managing Director (MD)	Chief Operating Officer (COO)	Vice President (VP)
Head – Business Operations	Senior Manager	Manager	

NOTE:

- ▶ Past performance records do not guarantee any future opportunities.
- ▶ 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.
- ▶ The list is partial.

About Jaro Education

3,50,000+
Career Transformed

150+
Programs from
Diverse Domains

30+
World's Leading
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23+
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India, USA & Singapore

20+
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 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.

Career Assistance by Jaro Education

Resume Building

We create ATS-friendly resumes that highlight your skills and achievements.

Linkedin Optimization

Enhance visibility and connect with the industry

Career Sessions

Jaro Connect offers expert-led bootcamps on industry trends.

Note:

IIM Tiruchippalli and Jaro Education do not guarantee employment or career advancement; career services are provided solely by Jaro Education as guidance to help you manage your career proactively.

jaro education

Connect With
Us Now!

**IIM Trichy Executive Education
and Consulting office**

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