

Program Description Document

Course Name	EXECUTIVE DEVELOPMENT PROGRAMME Business Analytics and General Management
Batch	Batch 1
Certificate Issued by	IIM Jammu
Institute	IIM Jammu
Introduction	In today's rapidly evolving and data-driven business landscape, effective leadership requires more than intuition and experience—it demands analytical insight, strategic foresight, and agile decision-making. As organizations navigate complexity, uncertainty, and digital transformation, leaders must be equipped with the tools and frameworks to make data-informed decisions, inspire teams, and drive sustainable growth. The EXECUTIVE DEVELOPMENT PROGRAMME Business Analytics and General Management is designed to empower current and aspiring leaders with the critical skills needed to lead with confidence in a data-centric world. This program bridges the gap between traditional management practices and modern analytical approaches, providing participants with a holistic understanding of how to leverage data, technology, and strategic thinking to make impactful decisions. Through a blend of real-world case studies, hands-on projects, and expert-led sessions, this programme aims to cultivate visionary leaders who can align analytics with business goals, manage change effectively, and foster innovation within their organizations.
Course Objectives	1. Understand the Fundamentals of Data Analytics Grasp the principles of data collection, cleaning, storage, and analysis. Understand the role of business analytics in decision-making processes. 2. Develop Analytical Skills Use statistical and machine learning techniques for data analysis. Apply predictive and prescriptive analytics to solve business problems. 3. Learn Data Visualization Communicate insights effectively using data visualization tools such as Tableau, Power BI, or Python-based libraries. 4. Master Analytical Tools Gain proficiency in tools and languages like R, Python, SQL, Excel, and Big Data platforms. 5. Apply Data-Driven Decision Making Use data insights to make informed business decisions and evaluate organizational performance. 6. Solve Real-World Business Problems Work on case studies and projects to address challenges in marketing, finance, operations, and other domains. 7. Understand Emerging Trends Learn about artificial intelligence, machine learning, and their applications in business analytics. 8. Understand Core Business Functions Gain knowledge in key areas such as marketing, finance, operations, strategy, and human resource management. 9. Develop Leadership Skills Learn strategies for managing teams, driving organizational change, and fostering innovation. 10. Enhance Decision-Making Abilities Apply critical thinking and problem-solving techniques to complex business challenges. 11. Strategic Planning and Execution Develop strategic thinking skills to plan, execute, and measure the impact of business strategies. 12. Effective Communication and Negotiation Improve interpersonal communication, negotiation, and conflict resolution skills. 13. Adapt to Global Business Environments Understand the dynamics of globalization and learn how to manage cross-cultural teams and markets.

	14. Innovation and Entrepreneurship Foster entrepreneurial thinking and the ability to innovate within an organization. 15. Corporate Responsibility and Ethics Emphasize the importance of corporate social responsibility (CSR) and ethical decision-making in management. 16. Understand Emerging Trends in Management Stay updated on trends like digital transformation, sustainability, and agile management practices. 17. Practical Application Through Case Studies Work on real-world scenarios and case studies to integrate theory and practice effectively.
Eligibility	• Graduation or bachelor's degree or equivalent/ 2 years master's degree or equivalent from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline. • Working professionals from any domain. • Corporate-nominated candidates (with possible graduation criteria exemption for experienced participants).
Who Should Attend?	1. Mid-Level and Senior Managers Professionals looking to enhance their leadership capabilities and leverage data-driven insights for strategic decision-making. 2. Aspiring Leaders and Future Managers Individuals preparing for leadership roles who want to develop a solid foundation in both analytics and general management. 3. Functional Heads Across Domains Professionals from marketing, finance, operations, HR, and other functions aiming to use data analytics to optimize performance and achieve business goals. 4. Data Professionals Transitioning to Leadership Roles Data scientists, analysts, and IT professionals who want to advance into managerial or strategic roles within their organizations. 5. Entrepreneurs and Business Owners Entrepreneurs looking to scale their businesses by making informed, data-driven decisions and improving overall management practices. 6. Consultants and Strategy Professionals o Consultants who need to combine analytics with management skills to deliver better outcomes for their clients. 7. Academicians and Researchers Professionals from academia who wish to apply business analytics and management principles in teaching, research, or industry collaborations. 8. Project and Program Managers Managers overseeing complex projects who want to enhance their ability to analyze data and lead teams effectively. 9. Professionals in Transition

	Individuals switching industries or roles who need to upskill in analytics and management for career advancement. This program is ideal for professionals across industries who aspire to lead in a data-driven, competitive business environment while developing strategic management expertise.	
Duration	60 hours	
Course Fee	Rs. 60,000.00 + 18% GST	
Course Schedule	01 Dec 2025 - 30 May 2026 Every Sundays- 3 hours 10:00 PM- 1:15 PM (15 mins of break)	
Applicable Channel	Retail and Direct to Corporate	Frequency: 4 sessions in a Month (3 hours on Sunday)
Pedagogy	• The program includes lectures, case studies, assignments, and class exercises. • Regular evaluations through quizzes, assignments, and projects to ensure continuous engagement and learning.	
Course Content	Module 1: Foundations of Business Analytics • Introduction to Business Analytics: Concepts, Importance, and Applications • Data Types and Data Sources • Fundamentals of Statistics and Probability for Business Analytics • Data Preparation: Cleaning, Transformation, and Integration • Tools Overview: Excel, Python, R and Tableau Module 2: Data Visualization and Communication • Principles of Data Visualization and Storytelling with Data • Visualization Tools (e.g., Tableau, Power BI) • Dashboards and KPI Monitoring • Communicating Insights to Stakeholders Effectively Module 3: Predictive and Prescriptive Analytics • Regression Analysis and Forecasting Techniques • Machine Learning Basics: Classification, Clustering, and Predictive Modelling • Optimization and Simulation for Decision Support • Case Studies in Predictive Analytics Module 4: Strategic Decision-Making with Analytics • Frameworks for Data-Driven Decision-Making • Scenario Analysis and Business Forecasting • Real-World Applications of Analytics in Marketing, Finance, Operations, and HR • Business Case Development and ROI Analysis Module 5: Core General Management Skills • Principles of Management: Leadership, Strategy, and Organizational Behavior • Financial Management for Decision-Makers • Marketing Strategies and Consumer Insights • Operations and Supply Chain Management • Change Management and Innovation Module 6: Leadership and Team Management • Building Leadership Competencies in a Data-Driven World • Managing Cross-Functional Teams • Communication and Negotiation Skills • Conflict Resolution and Decision-Making Under Uncertainty Module 7: Digital Transformation and Emerging Trends	

	• The Role of Business Analytics in Digital Transformation • Artificial Intelligence, Machine Learning, and Big Data in Business • Blockchain, IoT, and Other Emerging Technologies • Ethical Considerations and Data Privacy (e.g., GDPR, CCPA) Module 8: Practical Applications • Real-World Case Studies Across Industries • Hands-On Training with Analytics Tools and Techniques • Group Activities: Problem Solving and Decision Simulations • Solving a Complex Business Problem Using Analytics and Management Principles Module 9: Industry Applications and Guest Lectures • Insights from Industry Experts and Practitioners • Application of Analytics in Sectors like Healthcare, Retail, Banking, and Manufacturing • Panel Discussions on Future Trends Module 10: Wrap-Up and Action Planning • Synthesizing Key Learnings • Developing a Personal Action Plan for Implementing Analytics in Management • Networking and Alumni Connections for Continuous Learning This program ensures a balance between technical analytics skills and the broader strategic, leadership, and management capabilities needed to excel in dynamic business environments.
Key Programme Highlights/USP	• Certification from IIM Jammu • Access to alumni networks, mentorship programs, and industry connections. • Globally recognized certification upon completion. • Valuable credential for advancing in roles such as CIO, IT strategist, or business consultant. • End-term project and campus visit • Learning from India's top faculty with industry expertise.
Programme Director	Prof. Eshika Aggarwal and Prof. Sundar R
Evaluation & Certification Criteria	There are periodic evaluations built in throughout the duration of the course. These maybe in the form of a quiz, assignment, presentation, Main business plan, case study, final exam or other objective/subjective assessment. The evaluations are designed to ensure continuous student engagement with the course and encourage practical learning. Students who successfully clear the same along with the requisite attendance criteria of 70% will be awarded a Certificate from IIM Jammu as appropriate. *Certificate of Completion: A Certificate of Completion will be issued to the participant who will fulfil all criteria (Attendance & Evaluation) related to completion of course. **Certificate of Participation: A Certificate of Participation will be issued to the participant who fails to fulfil criteria (Attendance & Evaluation) related to completion of course.
Campus Immersion	Participants will get the opportunity of staying at the IIM Jammu Campus for 2 days of intensive campus learning towards the end of the program. The exact date and schedule will be announced well in advance so that participants can arrange for the leave period from their respective organizations. During their period of stay in the campus participants will have the opportunity to take part in intensive classroom and group learning sessions. A minimum of 15 participants is expected to conduct the campus immersion for the program. The campus visit charges will be over and above program fee and announced by the institute: Double Occupancy: ₹ 6500+ GST per day & Single Occupancy: ₹7,500 + GST per day. The said charges covered boarding and lodging charges.
Executive Alumni Benefits to Participants	• IIM Jammu Executive Education Alumni Status (IIM Jammu Executive Education alumni, The program duration should in more than 60 hours, in accordance with IIM Jammu's rules and compliance) • Access to Alumni Networks (Enjoy access to IIM Jammu's EEC Alumni social media groups and online platforms, connecting with a broad network of professionals) • Regular Updates (Stay informed with regular newsletters and updates on on-campus activities and programs)

	• Exclusive Invitations (Receive invitations to select IIM Jammu webinars, conferences, and conclaves (subject to terms and conditions). • Participants who meet the course completion criteria and opt for executive alumni status upon successful completion of the program will indeed receive an official Executive alumni email ID from IIM Jammu, in accordance with the institute's rules and regulations. • Charges for Executive Alumni Status: The fee for acquiring executive alumni status is ₹5,000 plus GST.
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