भारतीय प्रबंध संस्थान कोषिक्कोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

Batch 04

Leverage Data-Driven and

AI-Led Strategies for Growth

Professional Certificate Programme in

Applied Analytics and Artificial Intelligence for Business Decisions

IIM Kozhikode

ASSOCIATION AMBA ACCREDITED | EQUIS ACCREDITED | AACSB Member



Marketing Partner

jaro education

From The Director's Desk

From The Director's Desk

In response to the rising demand for professionals skilled in data science and capable of translating data into valuable business insights in today's data-driven world, the Indian Institute of Management Kozhikode has meticulously crafted the Professional Certificate Programme in Applied Analytics and Artificial Intelligence for Business Decisions. Designed by world-class faculty, IIM Kozhikode's programmes leverage cutting-edge thought leadership and industry-leading insights to empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making. Our growing global footprint—acknowledged and accredited by leading institutions worldwide—is a testament to the growth we have achieved in our 30-year journey of academic excellence.

At this juncture, it is also pertinent to emphasize that both the future and the past are integral to an institution's pursuit of excellence. Having a broad, far-seeing vision is not an indulgence but a necessity to give meaning to our present and to provide the Institute with a sense of purpose, direction, and imagination. This is why we have chosen to envision what IIM Kozhikode will contribute to India and the world three decades from now through Vision 2047: Globalizing Indian Thought. The Institute has set for itself a pre-eminent role aligned with this motto. The sheer scale, scope, and potential impact that India will have on 21st-century business make us believe that this aspiration is both timely and legitimate.

Attain the ideal synergy of big data analytics and data science proficiencies through the Professional Certificate Programme in Applied Analytics and Artificial Intelligence for Business Decisions.

Wishing you all the very best!

Debashis Chatterjee

Prof. Debashis Chatterjee

Director,

IIM Kozhikode





Building New Frontiers of Opportunities in AI and Data-led Business Growth

- India's AI sector is experiencing rapid growth, with a CAGR estimated at 25–35%, and is on track to reach approximately $17 billion by 2027

*ET | BCG report

- Generative AI Integration: Businesses leveraging LLMs for customer analytics, content generation, and process automation

*Precedence Research

Navigating Applied AI & Gen-AI: Skills and Solutions

Challenge	Required Skills	Way Forward
Poor data quality & silos	Data engineering, governance	Centralize, clean, and standardize data
Insufficient / biased data	Data science, domain expertise	Curate datasets, mitigate bias, use synthetic data
Legacy systems & infrastructure limits	Cloud, MLOps, DevOps	Upgrade systems, adopt scalable cloud pipelines
High compute costs (Gen-AI)	Cloud architecture, optimization	Use efficient models, cloud on-demand compute
Adoption Resistance	ML interpretability, XAI	Integrate explainability tools, human-in-the-loop
Talent shortages / skill gaps	Data science, AI engineering	Upskill teams, hire strategically, leverage partners
Cultural resistance / change management	Leadership, communication	Educate stakeholders, run pilots, demonstrate value
Hallucinations / inaccurate Gen-AI outputs	Prompt engineering, validation	Human-in-the-loop verification, guardrails, monitoring



Programme Overview

Analytics and artificial intelligence have become central to modern business transformation. With rapid advances in machine learning and especially generative AI, organisations now rely on data-driven insights and AI-enhanced decision systems to remain competitive, innovate, and scale efficiently. The global demand for professionals who can integrate analytical thinking with AI tools continues to rise sharply, creating significant opportunities for managers who can translate data into strategic value.

Applied analytics brings together statistical reasoning, modelling techniques, and business context to support informed decision-making. Generative AI further extends these capabilities by enabling automated insight generation, scenario simulation, content creation, and intelligent decision support. Together, these technologies allow organisations to uncover patterns, predict outcomes, and design actionable strategies across functions.

The IIM Kozhikode Professional Certificate Programme in Applied Analytics and Artificial Intelligence for Business Decisions is designed to build these critical capabilities. The programme blends analytics foundations with emerging GenAI applications, offering participants a practical and managerially relevant learning experience. Through interactive discussions, case-based learning, and exposure to contemporary tools, participants learn how to integrate analytics and AI into real business workflows. While analytical tools and technologies are introduced, the emphasis remains on developing a holistic understanding of how analytics and AI can be used to improve business performance—not on programming.



Programme Highlights

- Certification of Completion - IIM Kozhikode
- Executive Alumni Status – IIM Kozhikode*
- Learn from Eminent IIM Faculty and Industry Experts
- High Impact Learning: Industry Case Studies, Practical Insights
- High-Intensity Classroom: 2-Day In-Campus Immersion
- Gain Exposure to Data Science Tools and Techniques
- Develop Analytical and Critical Thinking Abilities
- Develop Analytical and Critical Thinking Abilities

IIM Kozhikode Executive Alumni status benefits:

- Eligible to receive Publications and Newsletters of IIMK periodically.
- Online access login details to Kasebook (Online Alumni Portal).
- Availing MDC/Guest Rooms at prevailing rates subject to availability.





Learning Outcomes

- Gain a holistic understanding of applied analytics and generative AI, and learn when and how to use them in a business context
- Develop critical thinking and problem-solving skills through an analytical and AI-enabled decision-making lens
- Translate business challenges into analytical and AI-driven problem statements
- Appreciate the importance of data quality, data management, and responsible AI use
- Select appropriate analytical and AI techniques for different business scenarios
- Interpret model outputs and AI-generated insights from a managerial perspective and communicate them effectively to stakeholders



Programme USP

- Build a strong understanding of applied analytics and generative AI, and learn how to extract meaningful business insights from structured, unstructured, and AI-generated data
- Learn analytical techniques and AI-driven methods that support smarter and faster business decision-making
- Strengthen analytical and critical thinking skills through industry cases, real-world examples, and hands-on demonstrations of GenAI tools
- Earn a Certificate of Completion from IIM Kozhikode, one of India's leading business schools (Rank 3, NIRF 2025)
- Learn directly from distinguished IIM Kozhikode faculty and seasoned industry practitioners who bring deep expertise in analytics and AI applications
- Join IIM Kozhikode's Executive Alumni network and broaden your professional connections Apply programme concepts through a capstone project that integrates analytics and GenAI to solve a business problem
- Participate in a two-day on-campus immersion, experience high-intensity classroom learning, and engage with the institute's unique, sustainable campus environment nestled in the Western Ghats

Programme Content

Module 1: Foundations & Data Management

1. Introduction to Data Science, AI & Business Impact
2. Data Management: Acquisition, Storage, Pre-processing
3. Overview of Big Data: Information Value Chain & Data Supply Chain
4. Modern Data Architectures: Data Lakes, Warehouses & Cloud Analytics
5. Data Monetization & Business Value Discovery with Big Data

Module 2: Analytics Tools & Descriptive Analytics

6. Introduction to Data Analytics Tool - Python
7. Exploratory Data Analysis using R Studio
8. Descriptive Analytics: Statistics for Data Science
9. Statistical Inference
10. Data Visualization and Storytelling using Tableau I
11. Data Visualization and Storytelling using Tableau II
12. Factor Analysis & Dimension Reduction Techniques
13. Market Research & Survey Data Analytics

Module 3: Predictive Analytics – Machine And Deep Learning

14. Regression-based Modelling I
15. Regression-based Modelling II
16. Classification Techniques I
17. Classification Techniques II
18. Clustering Techniques (Unsupervised Learning)
19. Tree-Based Prediction Models (CART)
20. Ensemble Techniques (Bagging, Boosting, Random Forest)
21. Neural Network-Based Analysis I
22. Neural Network-Based Analysis II



Module 4: Forecasting And Optimization

23. Time Series Forecasting Techniques I
24. Time Series Forecasting Techniques II
25. Optimization Techniques & Applications I
26. Optimization Techniques & Applications II

Module 5: NLP, AI, Generative AI

27. Text Mining & Natural Language Processing
28. Introduction to Generative AI & Foundation Models
29. Large Language Models I: GPT, BERT, Transformers
30. Large Language Models II: Prompt Engineering & Business Applications
31. AI Deployment, Monitoring
32. Agentic AI: From Copilot to Autopilot

Module 6: Business Applications

33. Analytics in Retail: Association Mining & Customer Analytics
34. Analytics in Banking & Finance: Fraud Analytics, Risk Models
35. Analytics in Supply Chain
36. Analytics in Healthcare
37. Reinforcement Learning & Customer Lifetime Value (CLV)
38. Analytics in Cross-Industry Functions

Module 7: Capstone Project

39. Capstone Project (Consolidation)
40. Capstone Project (Presentation)

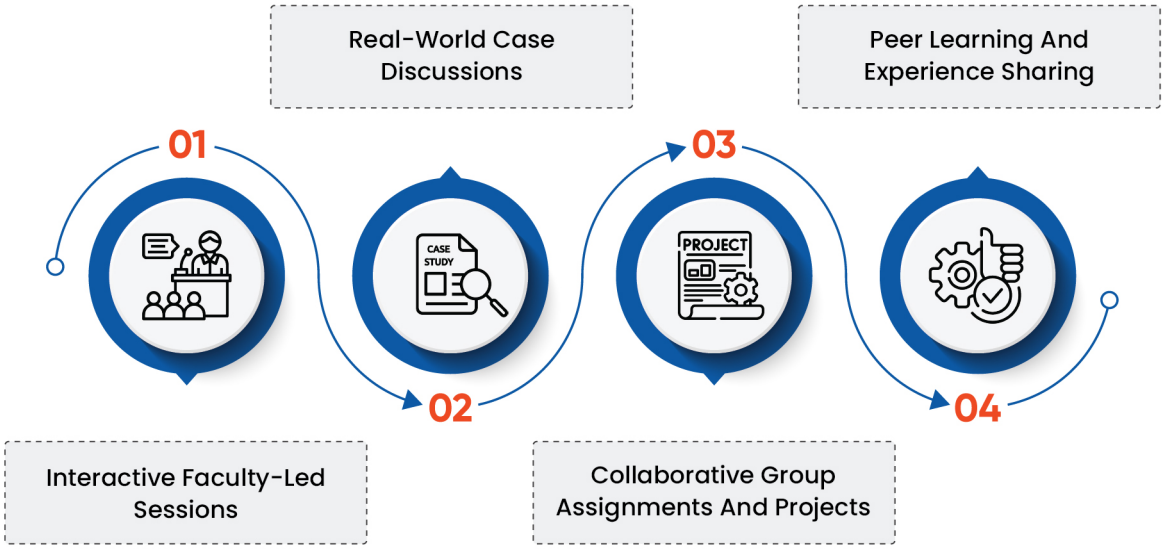
Note: The list of modules provided is subject to change and may be updated or revised based on the discretion of IIM Kozhikode.



Pedagogy

The programme is a highly interactive and engaging learning approach. Participants are expected to arrive prepared for each session to enable meaningful and productive discussions.

Our pedagogy combines



This blended approach ensures practical understanding, active participation, and the ability to apply concepts directly to professional contexts.



Programme Details

Programme Details

Duration	• 12 Months | 120 Hours
Mode of Delivery	• Direct-to-Device (D2D) mode
Campus Visit	• One Visit for 2 days*
Session Timings	• Saturday, 6:00 PM – 9:00 PM

Application Closure Date | Closing Soon

Commencement Date | 20th February 2027

Note:

- The eMDP programmes are designed to deliver a comprehensive learning experience with a focus on the total number of instructional hours as per the programme structure. While the programme is typically planned over a specific duration, the actual duration may vary depending on the completion of the required instructional hours. This ensures that the quality and content of the programme remain intact, irrespective of the time taken for its completion.
- The 120-hour programme is designed to span 9 months.
- The In-Campus Modules are Mandatory.
- In case only the Valedictory function is attended, the expenses for it will be separate. These details will be communicated at a later stage, and participants will be required to pay these charges independently.



Eligibility Criteria

- For Indian Participants – Graduates (10+2+3) or Diploma holders (10+2+3 only) from a recognised university (UGC/AICTE/DEC/AIU/State Government/recognised international universities) in any discipline.
- A minimum of 3 years of work experience after graduation is required as of the programme date, i.e., the technical orientation date.

Admission Criteria

- Selections will be based on a detailed profile of the candidate, written in their own words, outlining their academic record, profile, designation, salary, roles and responsibilities, job description, and a Statement of Purpose (SOP).

Assessment and Evaluation

- The evaluation methodology is at the discretion of the faculty. It may include online quizzes, case analyses, class participation, assignments, and any other components as determined by the faculty. A minimum of **75% attendance** is required for successful completion of the programme. Participants must also achieve the minimum pass marks in the evaluation components specified by the faculty.
- Participants who meet both the evaluation and attendance requirements will be awarded a **Certificate of Completion**. Those who meet the attendance requirement but do not meet the evaluation criteria will receive a **Participation Certificate**.
- The programme may involve individual and/or group assignments and projects. The primary objective of these assignments and projects is to enable participants to apply the concepts learnt during the programme to real-world organisational decision-making scenarios.





Who Should Attend ?

- **Technology Professionals** seeking to strengthen their capabilities in applied analytics and explore emerging opportunities in Generative AI.
- **Mid-Level Managers, Business Analysts & Domain Specialists** working with analytics teams or overseeing data-driven initiatives to make more informed decisions.
- **Early-Career Managers & Team Leads** with some exposure to analytics who want to integrate AI-enabled tools into their decision-making processes.
- **Senior Executives** from diverse functional backgrounds seeking a strategic understanding of analytics, AI and their business applications.

Note:

- This programme is designed for decision-makers rather than technical developers. It does not focus on coding or hands-on training in big data engineering or advanced programming tools.
- Basic familiarity with mathematics, statistics or analytical reasoning is helpful but not mandatory.

Programme Fee Details

Fee Details	Amount
Application Fee	**INR 2,000/- + GST**
Total Programme Fee (Exclusive of Application Fee)	**INR 2,00,000/- + GST***

INSTALMENT PATTERN

Booking Amount	INR 80,000/- + GST	3 days from the release of the offer-letter
Instalment I	INR 60,000/- + GST	15th May 2027
Instalment II	INR 60,000/- + GST	15th August 2027

Easy EMI Options Available



Certificate

- After fulfilling the necessary requirements, participants will be granted the esteemed Executive Alumni Status by IIM Kozhikode
  (*The benefits of executive alumni status are at the discretion of IIM Kozhikode).
- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a **'Certification of Completion'.**
- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a **'Participation Certificate.**





Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

Programme Chair



DR. SHOVAN CHOWDHURY

Professor, Decision Sciences and Operations Management,
IIM Kozhikode

Professor Shovan Chowdhury has over twenty years of experience in teaching, research, training and consulting in the areas of Applied Statistics and Data Analytics. He received his PhD in Statistics from the University of Calcutta. Prof. Chowdhury, recipient of the Emerald Literati Awards 2019 and trained at Harvard Business School, has published several research articles in leading international peer-reviewed journals. He is the co-author of the books titled 'Applied Statistics in Business and Economics' and 'Forecasting and Predictive Analytics' by a leading international publisher. He has conducted executive education and management development programmes in business analytics, marketing analytics and healthcare analytics for more than 5000 management executives at different levels.



Hear From Our Alumni



MR. RUPESH MAKOL

Lease Analyst III, MRI Software.

I was inspired to join the programme due to the increasing importance of data-driven decision-making in today's business landscape. This programme equipped me with essential analytical skills, aligning perfectly with my career aspirations. The knowledgeable faculty fostered a supportive learning environment, making it an invaluable investment in my professional development. I appreciated both the supportive learning environment and the emphasis on real-world application. The Jaro Education team was responsive and helpful in making the entire process smooth.



MR. SIDDHARTH BHAVSAR

NLP Architect, Straive.

I joined the IIM Kozhikode programme to expand my knowledge and network with like-minded professionals. The institute and faculty exceeded expectations, delivering a 10/10 experience. The programme's focus on knowledge, networking, and career opportunities made a real difference. It aligned perfectly with my career goals, and Jaro Education's seamless approach to distance learning stood out. I highly recommend this programme for anyone looking to enhance their skills and grow professionally.



MR. ARJUN KARTHA

Lead Consultant, SNIC Solutions.

My curiosity about data science and its real-world applications led me to join IIM Kozhikode's programme. The experience was enriching, offering exposure to new concepts and enhancing my understanding of descriptive analytics. Jaro Education's follow-ups and seamless communication made the journey smoother. I would recommend this programme to anyone looking to gain practical insights into data science and its business applications.



MR. ARNOLD NAVEEN RAJA

Senior CS&O Analyst, Natwest
(Prev known as RBS India Pvt Ltd).

I joined the IIM Kozhikode programme to upskill and explore new opportunities in the data science field. The institute provided timely study materials and interactive faculty sessions that made complex concepts easier to grasp. Learning tools like Python and R, along with statistical analysis, was career-defining. Jaro Education's support was excellent, and I would highly recommend this programme to anyone looking to explore the world of data science.



MS. TANYA KUMARI

Senior Software Engineer, Robert Bosch.

The growing significance of data motivated me to join IIM Kozhikode's programme. The faculty were knowledgeable, approachable, and always ready to assist beyond course hours, making my experience rewarding. The course introduced me to Generative AI, BI tools and enhanced my problem-solving skills. Jaro Education provided excellent support throughout, always available when needed. I highly recommend this programme to anyone aiming to advance in the field of data science.



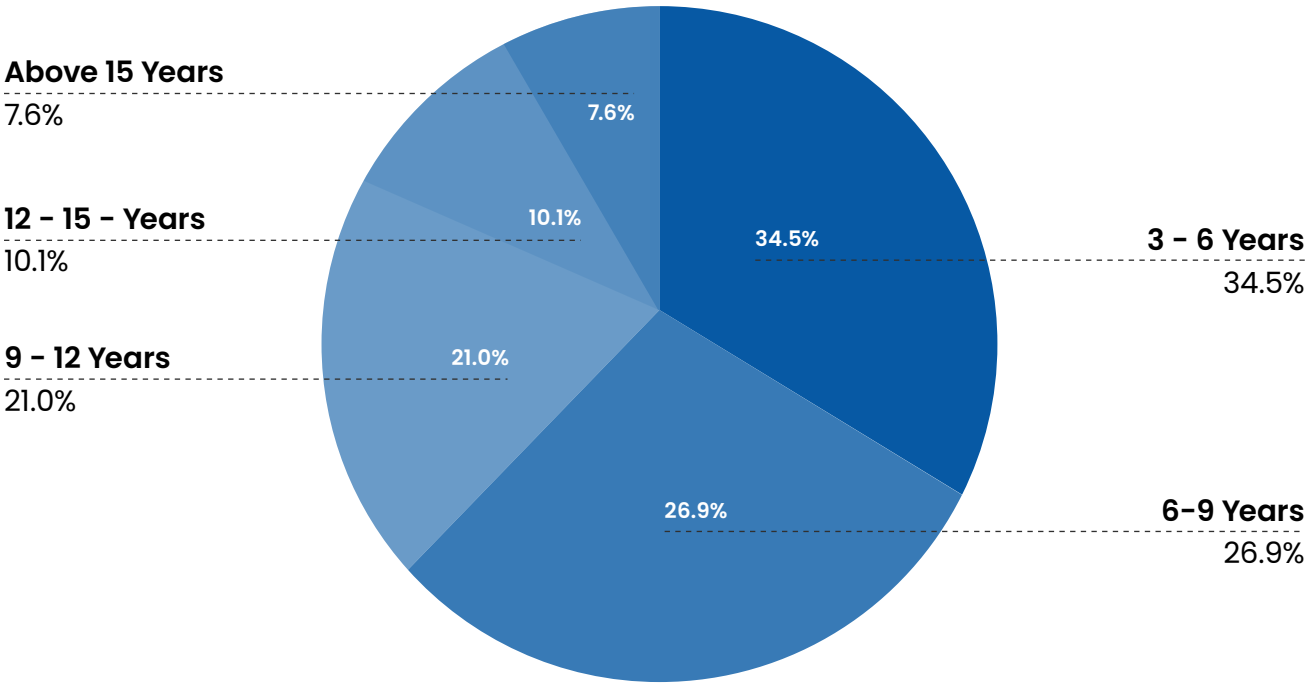
MR. PONRAJ PITCHIAH

Operations Specialist, Citicorp Service India Pvt. Ltd.

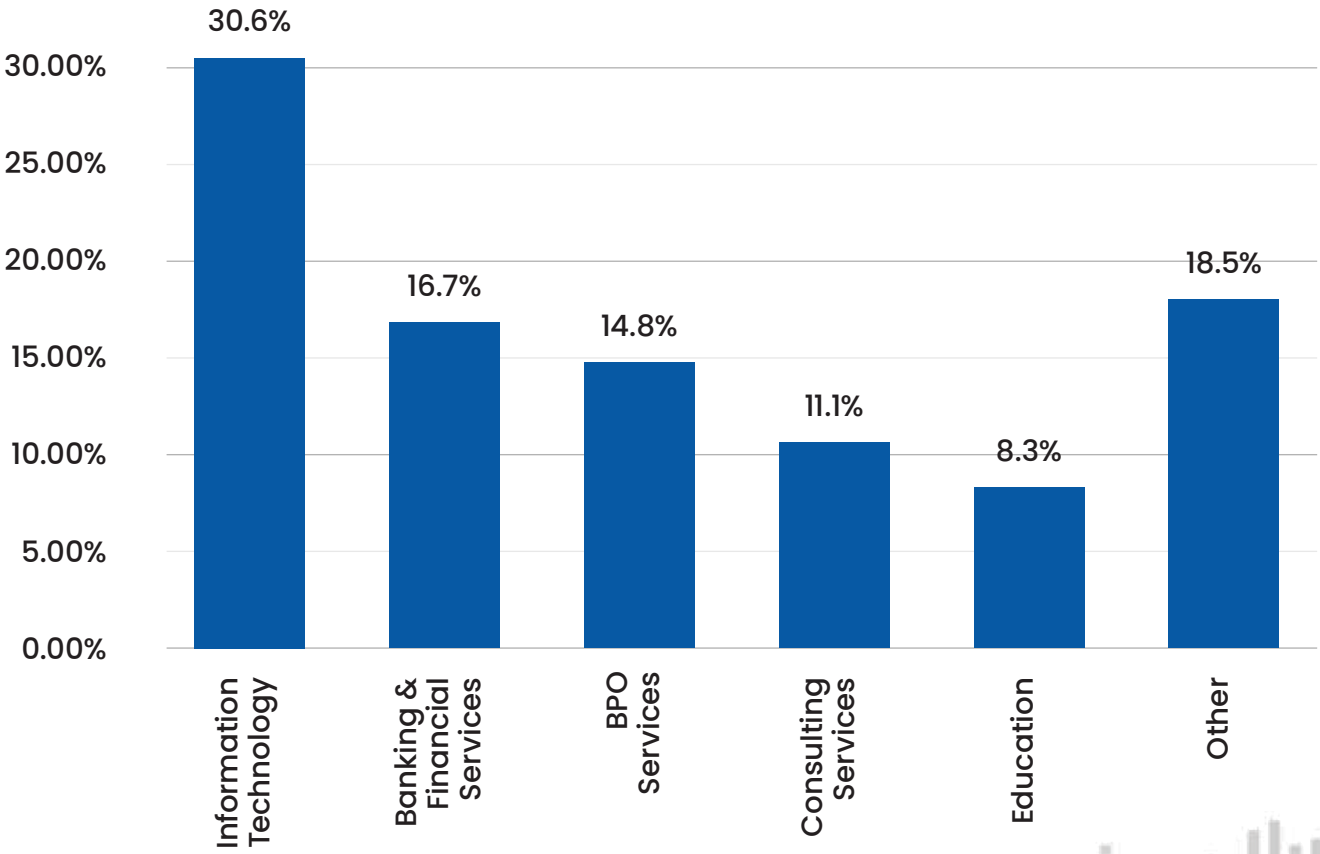
My motivation to join this programme stemmed from my passion for data analysis, as I work with data daily. The experience with the institute and faculty was excellent, and the programme has significantly enhanced my ability to manage and analyze data with ease. Jaro Education provided a solid learning environment, and I would highly recommend this programme to anyone looking to advance their career in today's data-driven world.

A Closer Look at Our Latest Cohort's Demographics

➤ Work Experience



➤ Industry Representation



A Closer Look at Our Latest Cohort's Demographics

Top Companies where our alumni are working at:



Key Roles & Designations

Principal Software Engineer	Senior Product Manager
Senior Business Analyst	Senior Software Engineer
Team Leader	Assistant Manager
Statistical Programmer	Power BI Developer

Note

- The above list is partial.
- Highlighted above are the previous batch demographics of IIM Kozhikode's 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.

About IIM Kozhikode

3rd
NIRF India Rankings (Management) 2025

69th
Financial Times Masters in Management Ranking 2025

76th
Global Financial Times Ranking (Open Enrolment) 2025

IIM Kozhikode began its academic journey in 1997 with its flagship two-year Postgraduate Programme (PGP), leading to a Master of Business Administration (MBA) degree. Today, the Institute is on a high growth trajectory, offering one of the widest arrays of academic programmes in management education. These include the Doctoral Programme in Management (PhD), Executive MBA programmes, Management and Faculty Development Programmes, and a unique PhD (Practice Track) for working professionals. In 2019, the Institute introduced programmes such as the two-year MBA in Finance, MBA in Liberal Studies & Management, and the innovative one-year MBA in Business Leadership. In 2025, it further expanded its portfolio with a one-year Diploma in Management and a four-year Bachelor's in Management Studies.

IIM Kozhikode has articulated a bold institutional vision – 'Vision 2047: Globalizing Indian Thought' – aligning with 100 years of Independent India and 50 years of IIMK's own journey. Guided by the principles of Satyam (Authenticity), Nityam (Sustainability), and Purnam (Fulfilment), the Institute aims to nurture responsible, values-driven leaders, thinkers, and educators who contribute to building a better, sustainable world. IIMK is home to pioneering initiatives, including IIMK LIVE – a first-of-its-kind startup incubation programme, the Indian Business Museum, and six Centres of Excellence across diverse domains. The Institute also has a satellite campus in Kochi, primarily catering to Executive Education.

IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK), and is also a member of AACSB. It is ranked 3rd in India as per the NIRF (National Institutional Ranking Framework) 2025 in the Management category. In the Financial Times (FT) Rankings 2025, IIMK's MBA is ranked #69 globally, while its Open Enrolment Programme is ranked #76 worldwide. In the QS World University Rankings 2025, IIMK is placed in the 141+ band for Business and Management Studies; its MBA programme is ranked 151+, and its Executive MBA is ranked 161+ globally.



About Jaro Education

3,50,000+
Careers Transformed

150+
Programmes from a Quality Bucket of Diverse Domains

30+
World's leading Academic Partners

23+
Learning Centres across India, USA, and Singapore

20+
Top NIRF Ranked Indian Institutes & Universities

10+
Top QS Ranked Global Institutes & Universities



Jaro Education is an online higher education and upskilling 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 leaders.

Career Sessions
Jaro Connect offers expert-led bootcamps on industry trends.

Note: IIM Kozhikode 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.

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Take the first step toward transforming your career in AI-Powered Digital Marketing. Our admission expert is here to guide you.

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Jaro Education's Presence

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