



भारतीय प्रबंध संस्थान कोषिककोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

Batch

04

Preparing Leaders for an AI-Native World

Professional Certificate Programme in
**Gen AI, Agentic Systems & Intelligent
Decision-Making**

IIM Kozhikode



Marketing Partner

jaro education

From The Director's Desk

The Indian Institute of Management Kozhikode has carefully developed the Professional Certificate Programme in Gen AI, Agentic Systems & Intelligent Decision-Making to address the increasing demand for multifaceted experts in leadership and strategy. This initiative aims to prepare professionals who can navigate today's dynamic corporate environment and successfully convert intricate business hurdles into actionable insights.

IIM Kozhikode's programmes, designed by world-class faculty with cutting-edge thought leadership and industry-leading insights, empower participants to confidently manage and lead through complex business challenges, driven by informed decision-making abilities. Our expanding global footprint, recognized and accredited by leading institutions worldwide, stands as a testament to the growth achieved in our 30-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. A wide, far-seeing vision is not an indulgence but a necessity to give meaning to our present, providing the institution with a sense of purpose, direction, and imagination. This is why we contemplate what IIM Kozhikode will contribute to India and the world a few decades from now with 'Vision 2047: Globalizing Indian Thought.' The Institute has set for itself a pre-eminent role with this motto. The sheer scale, scope, and potential impact that India will have on 21st-century business makes us believe that this is a legitimate aspiration.

Enroll in IIM Kozhikode's Professional Certificate Programme in Gen AI, Agentic Systems & Intelligent Decision-Making to develop a powerful combination of skills that will bolster your leadership capabilities and strategic insight.

Wishing you all the very best!



Prof. Debashis Chatterjee

Director,
IIM Kozhikode



Why Professionals Need AI Literacy Today

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- According to the World Economic Forum Future of Jobs Report 2025, AI and Big Data are among the top fastest-growing skills globally.

[*World Economic Forum](#)

- The report also states that nearly 40% of existing skills are expected to change by 2030, making continuous upskilling critical for professionals.

[*World Economic Forum](#)

- McKinsey & Company reports that 78% of organisations already use AI in at least one business function, rising significantly from previous years.

[*McKinsey & Company](#)

- Generative AI adoption has accelerated rapidly, with 71% of organisations regularly using GenAI tools in at least one business function.

[*McKinsey & Company](#)

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AI is now being applied across functions including marketing, IT, operations, customer service, analytics, and strategic decision-making. Professionals who understand AI tools, analytics, and intelligent workflows are increasingly positioned to lead digital transformation initiatives and AI-enabled business innovation.

The Emerging Skills Gap in AI & Analytics

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- According to the World Economic Forum, 63% of employers identify the AI skills gap as the biggest barrier to business transformation.

[*World Economic Forum](#)

- The same report highlights that demand for AI, big data, and cybersecurity skills continues to rise faster than workforce readiness.

[*World Economic Forum](#)

- IBM reports that 49% of enterprises cite lack of AI skills and expertise as a major barrier to AI adoption.

[*IBM](#)

- IBM also notes that nearly half of executives believe employees lack the AI knowledge required to implement and scale AI technologies effectively.

[*IBM](#)

”

Organisations increasingly seek professionals who can bridge business understanding with AI implementation, analytics, and decision intelligence. The emergence of Agentic AI and autonomous workflows is further increasing demand for professionals capable of supervising, evaluating, and integrating AI systems responsibly. Industry demand is shifting from purely technical coding roles toward professionals who can combine domain expertise with AI-enabled decision-making capabilities.

Professional Certificate Programme in Gen AI, Agentic Systems & Intelligent Decision-Making

The Professional Certificate Programme in Gen AI, Agentic Systems & Intelligent Decision-Making at the Indian Institute of Management Kozhikode is designed for working professionals from both business and technical backgrounds who wish to harness data, analytics, and modern AI for better decision-making.

The programme takes participants from foundations to advanced applications, beginning with business-friendly introductions to data, statistics and business intelligence, and gradually progressing to generative AI, agentic systems, and AI-augmented decision intelligence. The learning journey is intentionally structured so that non-technical participants are not left behind: concepts are introduced with intuitive, real-world examples, followed by no-code and low-code tools, with optional deeper technical labs for participants who wish to go further.

The focus is on practical, implementable skills rather than heavy mathematics or programming. Through a mix of live online sessions, hands-on exercises, case discussions and capstone projects, participants will learn how to design, evaluate and deploy AI-enabled analytics and decision-support solutions in their organisations.



Programme Highlights

Certificate of Completion from IIM Kozhikode



Executive Alumni Status from IIM Kozhikode



Hands-on live interactive classes



Rigorous pedagogy— a blend of theoretical and practical approaches



Real life case studies like Harvard Business Educators



Campus immersion at IIM Kozhikode



Peer-learning & networking opportunities with industry experts





Learning Outcomes

- Understand and work with key concepts in data, business intelligence, analytics and AI without requiring deep prior technical expertise.
- Use modern BI and GenAI tools to explore data, build dashboards, generate insights and communicate findings effectively to stakeholders.
- Apply Generative AI and LLMs for business tasks such as report generation, summarisation, customer communication and knowledge retrieval.
- Collaborate with technical teams to design and evaluate machine learning and AI solutions, asking the right questions and interpreting model outputs.
- Conceptualise and oversee agentic AI solutions that can autonomously perform analysis, generate recommendations and support decision processes.
- Drive data- and AI-driven transformation in their organisations with a strong grounding in responsible and human-centric AI practices.



Who Should Attend ?

- Working professionals and managers from non-technical or business backgrounds (e.g., marketing, operations, finance, HR, strategy, consulting) who wish to use data, analytics and GenAI confidently in their roles.
- Business analysts and domain experts who want to transition into or strengthen careers in business analytics, decision intelligence and AI-enabled problem solving.
- Technical professionals and data practitioners (e.g., data analysts, data engineers, software professionals) seeking to broaden their understanding of GenAI, agentic systems and decision-making frameworks.
- Senior managers and leaders who aim to build or scale a data- and AI-driven culture and need a structured understanding of how to evaluate, govern and implement AI initiatives.
- Entrepreneurs and startup founders looking to leverage analytics and GenAI as a competitive advantage to design smarter products, services and processes.

Programme Content

Module 1: Data Fundamentals & Visualization using Power BI

- Types of data and descriptive statistics
- Power BI environment and its understanding
- Basic data visualization using graphical techniques
- Advanced data visualization and BI dashboarding

Module 2: Statistical Thinking & Data Transformation

- Inferential statistics and hypothesis testing
- Data exploration, cleaning, and transformation
- Assumptions checking and data readiness for modelling
- Statistics for business decision-making
- Examining the readiness of the data by checking assumptions
- Data transformation for advanced modelling

Module 3: Implementing Python for AI & LLM Workflows

- Understanding python environment (Jupyter notebook and google collaborator).
- Basic data handling and functions
- Advanced functions in python
- Data visualization using python

Module 4: SQL & Data Pipelines

- SQL fundamentals for data extraction and manipulation
- Data pipeline concepts and ETL workflows
- Connecting and querying enterprise databases

Module 5: AI-Augmented Analytics

- AI-powered BI reporting (Copilot, Gemini for BI)
- Automated insight generation and natural language querying
- Time series forecasting with AI-augmented methods (ARIMA, Prophet + AI enhancements)

Programme Content

Module 6: Machine Learning & LLM Fine-Tuning

- Supervised learning: regression, classification, tree-based models
- Unsupervised learning: Clustering, PCA, Association Rules
- Transition from classical ML to LLM fine-tuning basics

Module 7: Generative AI for Business

- LLM landscape and model selection for business use cases
- Prompt engineering: Zero-shot, few-shot, chain-of-thought
- Develop AI solutions processing text, images, audio, and video
- Build intelligent assistants with API integrations and automation
- Building Gen AI-powered analytics reports and dashboards

Module 8: Advanced Prompt Engineering and RAG

- Learn advanced prompting techniques for maximum AI output quality
- Customize LLMs for industry-specific use cases and domains
- RAG (Retrieval-Augmented Generation) for enterprise knowledge systems
- Implement RAG systems with enterprise data integration

Module 9: Agentic AI Design & Deployment

- AI Agent architecture: Autonomous decision-making
- Frameworks: LangChain, LangGraph, AutoGen, CrewAI
- Multi-agent systems for business workflows (finance, marketing, ops)
- Connect AI agents to databases, APIs, and enterprise systems
- Develop autonomous AI agents for complex business automation

Module 10: AI-Augmented Decision Intelligence

- AI + human decision-making frameworks
- Causal AI vs. Predictive AI
- AI for scenario planning and strategic forecasting
- Responsible AI, hallucination risk, and governance



Programme Content

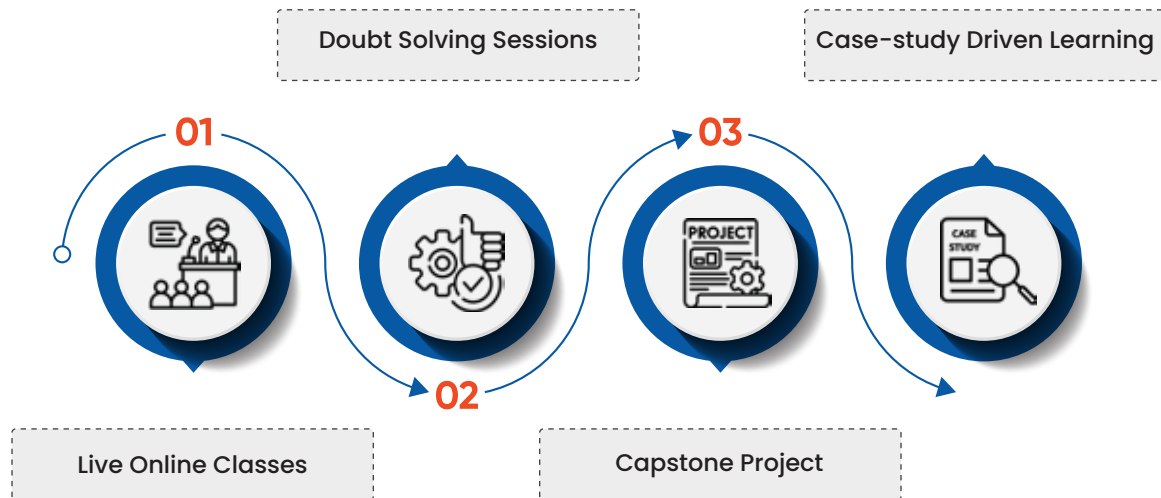
Module 11: Enterprise Gen AI Implementation

- AI strategy and use-case identification for organisations
- Change management for AI adoption
- ROI measurement of AI initiatives
- Vendor evaluation: Build vs. Buy vs. Fine-tune

Note: The list of modules provided is subject to change and may be updated or revised at the institute's discretion.



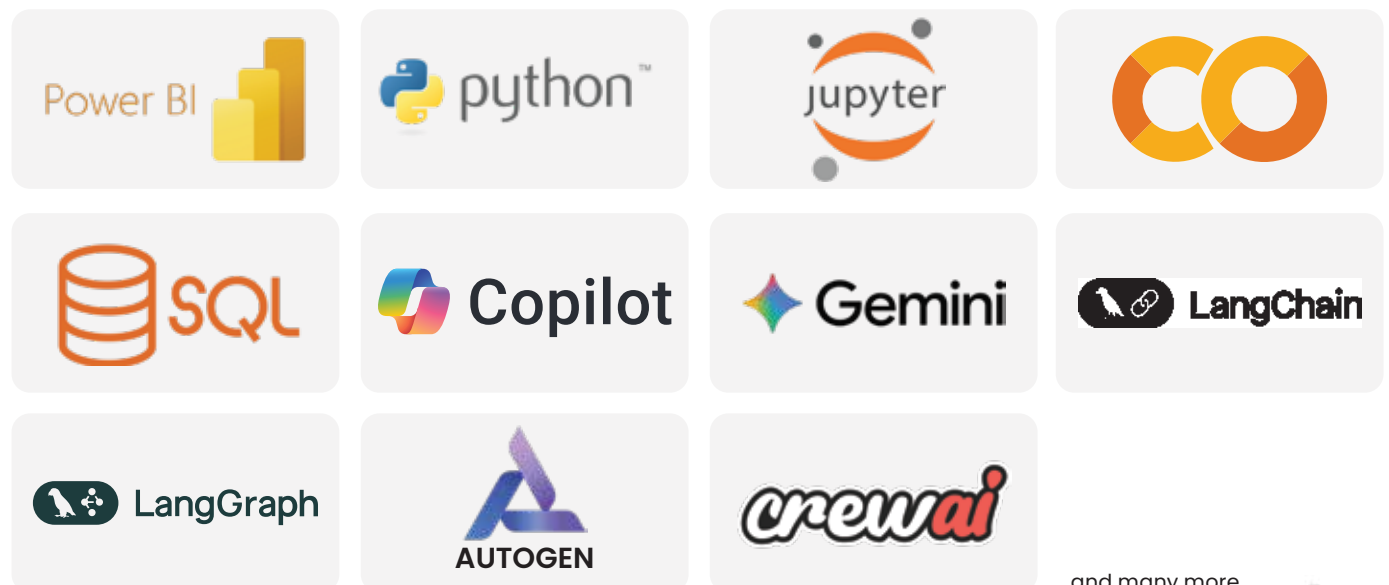
Pedagogy



Explore Key Case Studies

- Package Pricing at Mission Hospital (tMB527-pDF-ENG)
- Predicting Net Promoter score (Nps) to Improve Patient Experience at Manipal Hospital
- Improving Lead Generation at Eureka Forbes Using Machine Learning Algorithms
- Retention Modeling at Scholastic Travel Company

Key Tools Covered



Programme Details

> Duration

• 1 Year

> Delivery

• 140 hours (128 hours of live interactive online classroom +12 hours of in-campus classes)

> Session Timings

• Sundays, 6:45 PM to 9:45 PM



Application Closure Date

Closing Soon

Commencement Date

11th October 2026

> Eligibility Criteria

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/recognized international Universities) in any discipline.
- Minimum of 1 year of work experience (after graduation) as on the program date i.e. technical orientation date.

➤ Admission Criteria

- Selection will be based on a detailed profile of the candidate in his own words elaborating his academic record, profile, designation, salary, roles, responsibilities, job description and a write up on expectations from the programme.

➤ Attendance

- 75% attendance is mandatory.

➤ Assessment Criteria

- The Evaluation Methodology is discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments and any other component as decided by the faculty. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the evaluation components specified by the faculty
- Participants who successfully complete the same and satisfy the requisite attendance criteria will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded participation certificate
- The programme may require participants to work on individual/ group assignments and or projects. The main objective of such assignments / projects will help the participants apply their conceptual learning, the programme to actual organizational decision scenarios.

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

Instalment 1	INR 80,000/- + GST	As per offer letter
Instalment 2	INR 60,000/- + GST	15 th January 2027
Instalment 3	INR 60,000/- + GST	15 th April 2027

Easy EMI Options Available*

*T&CApplies

Programme Certification

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a certificate of completion.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate.
- "Professional Certificate Programme in Gen AI, Agentic Systems & Intelligent Decision-Making" certificate will be provided by IIM Kozhikode.



Note: The programme's certificate image is for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.



PROF. SREEJESH S

Associate Professor
Marketing Management
IIM Kozhikode

Sreejesh S is an Associate Professor of Marketing at the Indian Institute of Management Kozhikode, India. His research is published in prominent outlets such as Industrial Marketing Management, European Journal of Marketing, Journal of Business Research, Journal of Advertising Research, Computers in Human Behaviour, Journal of Brand Management, Journal of Product and Brand Management, Journal of Service Theory and Practice, and many others. He serves on the editorial board of the International Journal of Consumer Studies and has authored books with Pearson and Springer International. He is involved in several executive training programs for various companies, and coordinates and delivers lectures for short and long-duration executive certificate programmes at IIM Kozhikode.

Hear from our Alumni



MR. SOUHARDA DAS GUPTA

Product Owner,



Jaro Education provided exceptional support throughout my IIM Kozhikode Advanced Analytics & Business Intelligence programme. Their timely tech assistance with CV building and career opportunities was invaluable. The course significantly enhanced my data analytics capabilities, delivering both theoretical knowledge and practical applications. IIMK's academic rigour combined with Jaro's professional guidance created a rewarding learning experience that has positively impacted my professional growth.



MR. VINODH D.

Team Lead,



My motivation for enrolling in the IIM Kozhikode programme through Jaro Education stemmed from my aspiration to transition into data analytics. I was seeking a course that offered robust academic credentials and practical learning, and IIM Kozhikode delivered just that.

The programme has significantly enhanced my confidence and technical skills, giving me a clearer direction in my career path. Jaro Education's support throughout the process was seamless, making the transition smooth and effortless.

The sessions are meticulously organised, and the faculty members are not only knowledgeable but also approachable, bringing valuable real-world applications into the classroom. The interactive nature of the classes, combined with the peer learning environment, has been immensely beneficial.

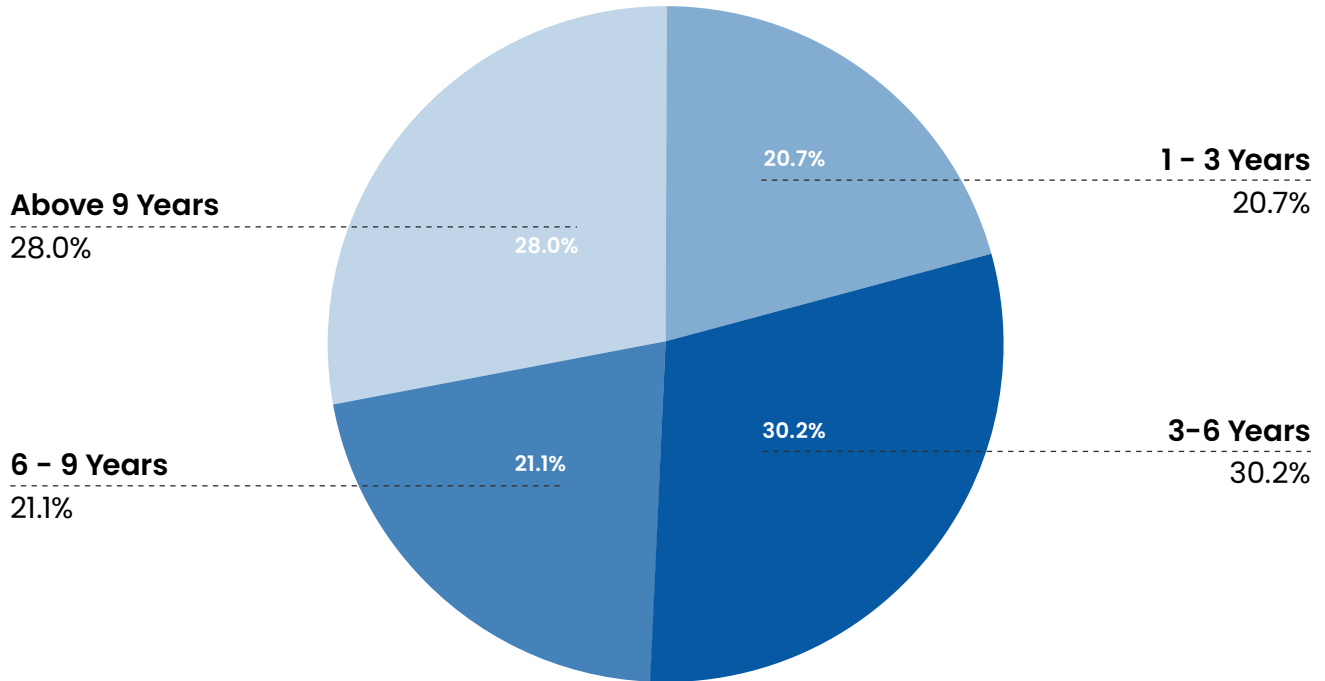
For those considering a career pivot or skill enhancement in data analytics, this programme is a strong recommendation. The blend of academic rigour and practical application truly makes it stand out.

Overall, Jaro Education has been a dependable partner in my learning journey, providing consistent support and guidance every step of the way.

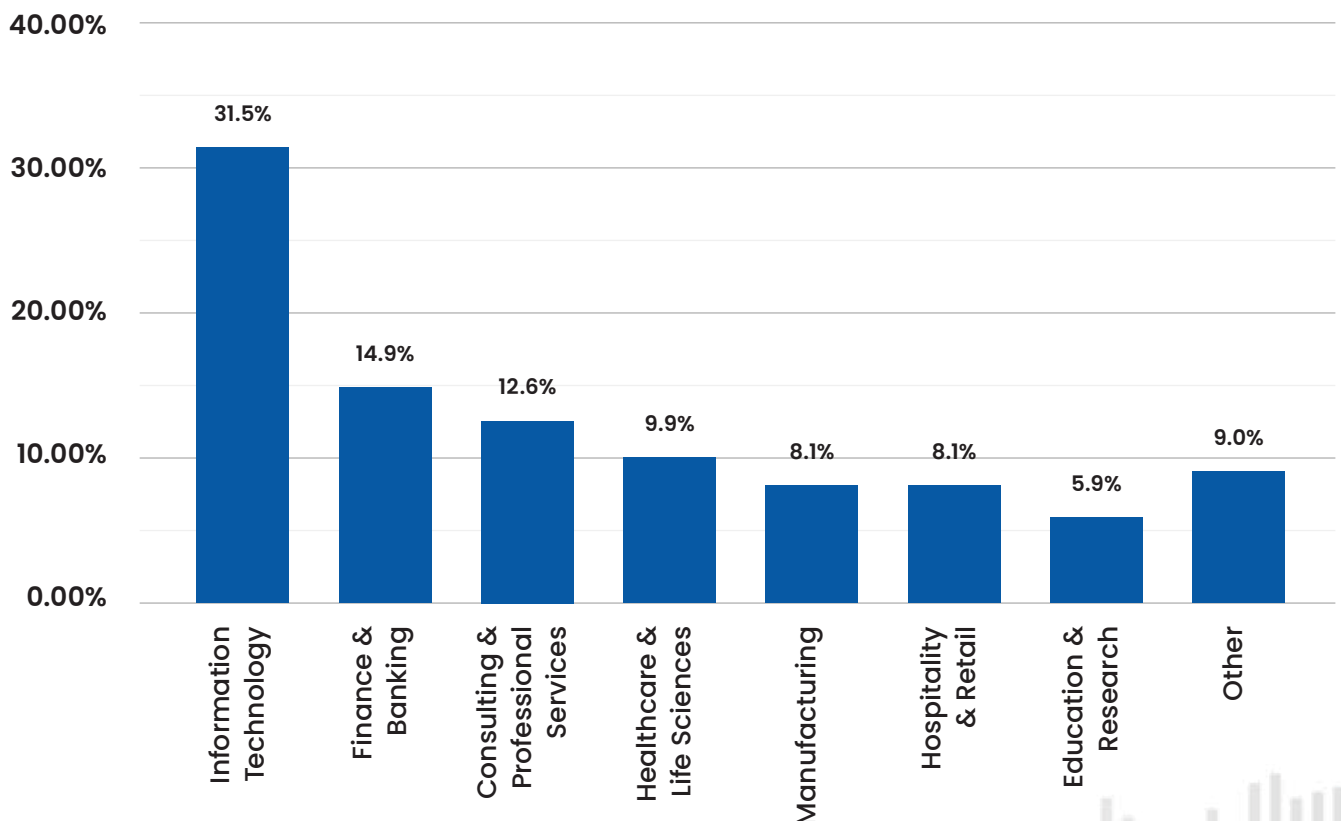


A Closer Look at Our Latest Cohort's Demographics

Work Experience



Industry Representation



A Closer Look at Our Latest Cohort's Demographics

➤ Top Companies Where Our Alumni Are Working



➤ Top Designations of Our Alumni

Chief Executive Officer

Vice President

Chief Manager

Head Of Finance

Regional Operations Manager

Project Manager

Manager-Research & Analytics

Lead Analyst

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



NIRF India Rankings,
(Management)
2025



76th in Global, Financial
Times Open Enrolment
Rankings 2025



78th in QS World University
Rankings Business &
Management Studies 2026



Established in 1996, with its first Post Graduate Programme (PGP 01) officially initiated in 1997, the Indian Institute of Management Kozhikode (IIMK) is on a high-growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. In 2013, IIMK set up a satellite campus at Infopark, Kochi, dedicated to Executive Education. The institute also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides introducing dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). IIMK is also home to IIMK LIVE – a first-of-its-kind start-up incubation programme, the Indian Business Museum and seven Centres of Excellence.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) – marking the third successive year among India's Top 3. The institute also features regularly among top global institutions for its flagship MBA (PGP) and EMBA (EPGP) in the QS World University Rankings. IIMK has leapfrogged 100 spots to secure a place in the Top 151–200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost to IIM Kozhikode's global credentials, newly launched programmes like PGP-BL (2019) and PGP-Fin (2020) have also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #76 globally in the Financial Times Open-Enrolment Executive Education Rankings 2025. The feat has further consolidated the 30-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute has also consistently featured among the Top 70 MBA programmes globally in the Financial Times Masters in Management (MiM) Rankings for its flagship PGP. Over the past two decades, IIM Kozhikode has successfully delivered close to 1,450 MDP programmes, training more than 55,000 participants from 200+ organisations, including several Fortune 500 companies.

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



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 TIMES GROUP

The Business Awards 2024

Leading Edtech Company of the Year

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.

jaro education

CONNECT WITH US TODAY!

JARO EDUCATION PROGRAMME EXPERT

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APPLY NOW!

Jaro Education's Presence

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Kolkata | Mumbai | Nagpur | Pune