



**TKM** INSTITUTE OF  
MANAGEMENT



GULATI INSTITUTE OF  
FINANCE AND TAXATION

# CERTIFICATE PROGRAM IN **FINANCIAL ANALYTICS**

Powered by PRAXIS Experiential Learning Framework

in collaboration with  
**Gulati Institute of Finance and Taxation**



# PRAXIS MODEL

# PRAXIS

**P** PERSONALIZED  
LEARNING

**R** REFLECTIVE  
PRACTICES

**A** ADAPTIVE  
LEARNING

**X** EXPLORE-EXPLAIN  
CYCLE

**I** INDUSTRIAL  
IMMERSION

**S** SYNCHRONISING  
WITH REAL WORLD



**PRAXIS** is a learning framework that integrates classroom sessions (online and offline) with various assessment components, peer circle learning, group assignments, case reflections, industry-specific projects, and internships.



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# CERTIFICATE PROGRAM IN FINANCIAL ANALYTICS

*Choose finance—not just as a career,  
but as a currency for a Financial Future*



**DURATION OF THE PROGRAM : APRIL 2026 - AUGUST 2026**



# WHY A CAREER IN FINANCIAL ANALYTICS

Finance is a dynamic field with a wide range of opportunities. A career in finance offers the chance to work in a fast-paced environment, analyze financial data, and make impactful decisions. Professionals with finance expertise are in high demand across industries, earning competitive salaries and enjoying excellent job stability.

## HIGH DEMAND

Increasing need for data-driven financial decision-making

## GOOD SALARY POTENTIAL

Lucrative opportunities with competitive pay and benefits

## GROWTH OPPORTUNITIES

Diverse career paths in various industries and sectors



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# WHAT SKILLS ARE HIRING MANAGERS LOOKING FOR?

Successful financial analytics professionals require technical, analytical, and communication skills. The right balance of these skills will make an outstart to employers.



## Analytical Skills

- Data analysis
- Problem-solving
- Critical thinking



## Financial Knowledge

- Financial statements
- Budgeting
- Financial modeling



## Communication

- Presentations
- Report writing
- Collaboration

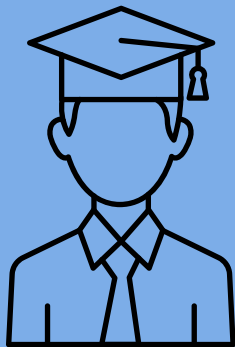


## Technical Skills

- Excel
- ERP software
- Programming



# YOU SHOULD DO THIS PROGRAM IF YOU ARE



**STUDENT**



**BUSINESS  
PROFFESIONAL**



**ACCOUNTANT**



**DATA ANALYST**



# PROGRAM HIGHLIGHTS

## **Immersive Learning Architecture**

A 50 hour hybrid format integrating faculty-led sessions, applied projects, and reflective assignments .

## **Analytical Rigor through Capstone**

Engage with real-world financial data to frame problems, derive insights, and defend strategic recommendations before industry reviewers.

## **Cutting-Edge Tools & Methodologies**

Build proficiency in financial modeling, predictive analytics, and visualization platforms.

## **PRAXIS Learning Model**

A purpose-driven pedagogy emphasizing reflective practice, adaptive application, and industry alignment to shape decision-makers.

## **Professional Capital & Visibility**

Earn distinguished digital credentials, access an alumni-finance community of practice, and showcase work at the annual Analytics Forum.

**60 hours  
certification  
program in hybrid/  
online mode**



# SYLLABUS OR CURRICULUM

SL No.	Topic & Subtopics	Grading Map
1.	<b>Foundations of Financial Analytics</b> <ul style="list-style-type: none"> <li>- Definition and evolution</li> <li>- Importance in decision-making</li> <li>- Financial analytics traditional finance</li> <li>- Career scope and applications</li> <li>- Tools: Excel, Python, R, Tableau</li> </ul>	Case Reflection
2.	<b>Financial Data Sources &amp; Preprocessing</b> <ul style="list-style-type: none"> <li>- Types of data: time series, panel</li> <li>- Data sources: Yahoo, CMIE, Bloomberg</li> <li>- Data formats and extraction</li> <li>- Data cleaning and transformation</li> </ul>	Assignment
3.	<b>Understanding Financial Statements as Data</b> <ul style="list-style-type: none"> <li>- Overview of key financial statements</li> <li>- Ratio analysis</li> <li>- Common-size and trend analysis</li> <li>- Dashboarding with Excel</li> <li>- CAPM Theory</li> </ul>	Case Study
4.	<b>Time Series Analysis &amp; Return Computation</b> <ul style="list-style-type: none"> <li>- Types of returns</li> <li>- Stationarity and transformation</li> <li>- Resampling techniques</li> <li>- Rolling and cumulative returns</li> </ul>	Assignment
5.	<b>Statistical Profiling of Financial Data</b> <ul style="list-style-type: none"> <li>- Descriptive statistics</li> <li>- Distribution analysis</li> <li>- Correlation and covariance</li> <li>- Visualization techniques</li> </ul>	Quiz + Hands-on Experience
6.	<b>Regression Analysis in Finance</b> <ul style="list-style-type: none"> <li>- Linear &amp; multiple regression</li> <li>- CAPM and beta estimation</li> <li>- Model diagnostics and residuals</li> <li>- Financial applications</li> </ul>	Mini Project



SL No.	Topic & Subtopics	Grading Map
7.	<b>Forecasting with ARIMA Models</b> <ul style="list-style-type: none"> <li>- Time series components</li> <li>- ACF, PACF and differencing</li> <li>- AR, MA, ARIMA models</li> <li>- Forecasting stock prices</li> </ul>	Assignment
8.	<b>Volatility Modeling with ARCH/GARCH</b> <ul style="list-style-type: none"> <li>- Volatility clustering</li> <li>- ARCH/GARCH models</li> <li>- Parameter estimation</li> <li>- Applications in risk</li> </ul>	Case Analysis
9.	<b>Portfolio Construction &amp; Optimization</b> <ul style="list-style-type: none"> <li>- Risk-return trade-off</li> <li>- Diversification and correlation</li> <li>- Efficient frontier, Sharpe ratio</li> <li>- Optimization using Excel</li> <li>-DEA in R</li> <li>- Frontier Production Function</li> </ul>	Simulation
10.	<b>Risk &amp; Performance: CAPM and Value-at-Risk (VaR)</b> <ul style="list-style-type: none"> <li>- CAPM, SML, beta</li> <li>- Performance metrics</li> <li>- VaR: methods and applications</li> <li>- Portfolio risk management</li> </ul>	Integrated Assignment
11.	<b>Derivatives</b> <ul style="list-style-type: none"> <li>- Forwards, Futures, Options, Option Pricing</li> </ul>	Integrated Assignment

# JOIN THIS PROGRAM IF YOU SEE YOURSELF AS



## AN ASPIRING FINANCIAL ANALYST

Eager to gain in-depth knowledge and skills in financial analysis



## A NUMBER-DRIVEN THINKER

Enjoy working with data, numbers, and quantitative problem-solving



## AN ANALYTICAL DECISION MAKER

Able to break down complex information and make data-based decisions



## A FUTURE BUSINESS LEADER

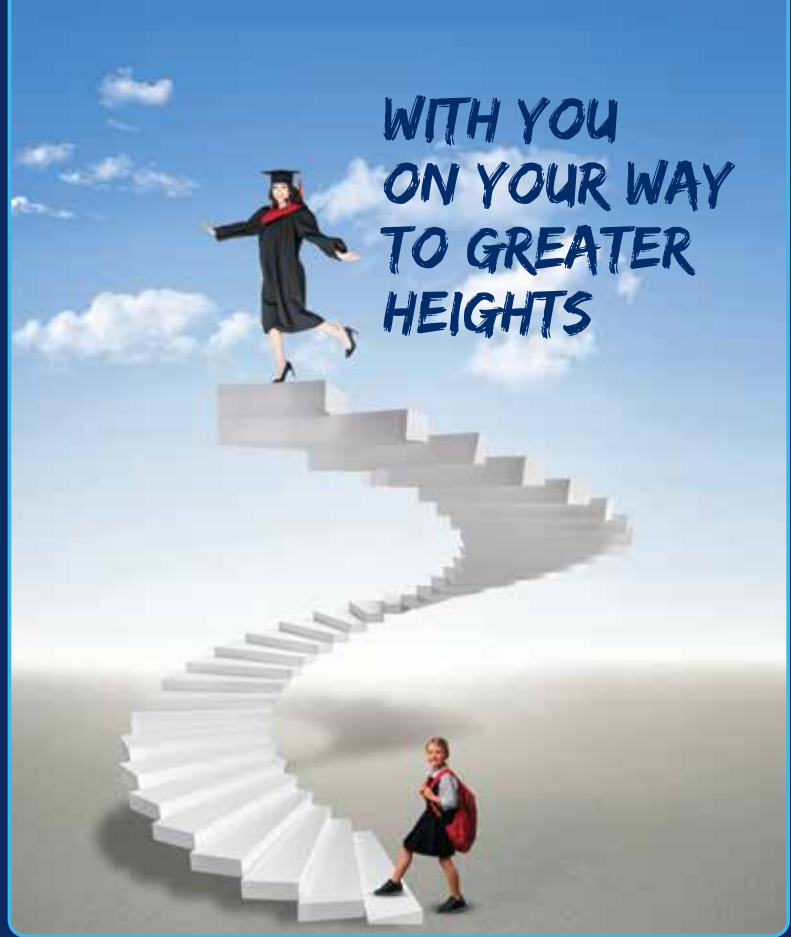
Aiming for influential roles in finance or business management





# TKM COLLEGE TRUST

GROW WITH TKM



TKM College of Engineering - 1958



TKM College of Arts & Science- 1965



TKM Institute of Management- 1995



TKM Centenary Public School- 1997



TKM Higher Secondary School- 2000



TKM School of Information & IT- 2000



TKM School of Architecture- 2014



TKM Institute of Technology- 2002





# TKM INSTITUTE OF MANAGEMENT

TKM Institute of Management (TIM), located at Musaliar Hills, Ezhukone, near Kollam, is one of Kerala's premier B-schools. For over three decades, TIM has built a distinct reputation in management education through strong academics, industry linkages, placements, research, and community initiatives. Its MBA program, affiliated with the University of Kerala and approved by AICTE, has earned continuous NBA accreditation for three cycles. TIM has consistently nurtured competent professionals who hold key positions in leading organizations across India and abroad. The institute is one among the eight prestigious institutes coming under the Thangal Kunju Musaliar Trust established in the year 1956.

## CENTRE FOR PROFESSIONAL DEVELOPMENT AND CONTINUING STUDIES

The Centre for Professional Development and Continuing Studies at TKM Institute of Management is a vibrant platform for continuous learning, professional excellence, and industry engagement. It offers Faculty and Management Development Programs on emerging topics for professionals across regions, along with certificate programs delivered independently or through collaborations with centres of excellence. By forging MOUs with institutes and professional bodies, it enables joint initiatives of mutual benefit. Its activities—guest lectures, TIM Talks, seminars, workshops, and applied projects—foster industry interaction, skill enhancement, and networking. With expert guidance and strong partnerships, the Centre empowers professionals to thrive in a dynamic world.

**Course Fee: ₹25,000+** (Applicable GST)  
**Early-Bird Offer: ₹18,000+** (Applicable GST)



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