



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School



TWO-YEAR WEEKEND PGDM
(POST-GRADUATE DIPLOMA IN MANAGEMENT)

ADMISSION BULLETIN 2022-24

Approved by
AICTE

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)

Loyola College Campus | Chennai 600 034 | TN | India

The Programme

The Programme leading to the Post-Graduate Diploma in Management (PGDM) is spread over a period of two years. The Programme consists of six terms, each having approximately a 3-month duration. The classes will be held on Saturdays from 5.00 pm to 8.15 pm and Sundays from 9.00 am to 4.15 pm.

If required classes maybe scheduled on Saturday afternoon, or Friday evening with prior information.

Programme Highlights

- Streamlined and well-programmed to provide the best inputs in management education and application.
- Designed to impart knowledge, sharpen personal and managerial skills, and widen and deepen the knowledge base in the area of specialization.
- Innovative curricula constantly revised and updated to respond to the emerging challenges and changing needs of the corporate world.
- Delivered by distinguished faculty closely involved in the personal and professional development of each student.
- Aimed to inculcate the positive attitude and the right values essential for creating competent executives and managers of tomorrow.
- Intended to instil a deep sense of commitment to academic excellence, professional ethics, and social responsibility.
- Offered by LIBA, a reputed management school, run by the Jesuits with over 450 years of experience in education across the world.

Due to Covid-19, social distancing will be followed inside the campus and if required virtual online classes will be scheduled when lockdown is in force. In view of this, it is necessary that all students who enrolled for the courses must have good internet connectivity at home with connected devices like laptop or smart phones.



Programme Structure & Performance Evaluation

The Programme covers 32 courses and one Capstone project; 28 core courses of three-credits each and six elective courses of three-credits, totaling 102 credits in all. These courses are covered during the two-year Programme as: 18 core courses during the First year and 14 courses including electives in second year along with the project.

The courses, offered during the first year, present students with a comprehensive view of management discipline. A broad perspective of the evolving corporate environment is presented and a sound foundation is laid to facilitate an advanced learning in the next year.

The second year courses provide students with an intensive study of cutting-edge techniques and an exposure to ongoing and emerging innovations in various management and allied fields. These courses will enable them to apply theoretical inputs in practical corporate contexts. During the second year, besides the eight core courses, students have to choose 6 electives from a wide array of specializations in the main management areas, i.e. Marketing, Finance, Business Analytics, and Technology & Operations.

The performance of students during the Programme is rigorously evaluated and regularly monitored to motivate them to excel and guide them to success. The grading system synthesizes, on a nine-point scale, the continued process of assessment and reflects the student's cumulative performance in assignments, reports, project work, field-work, class participation, and quizzes, as per new Teaching Learning Assessment (TLA) model of LIBA.



COURSE PLAN 2022-24

Elective Courses

(Candidate has to choose 6 electives)

Marketing

Understanding Buyer Behaviour
Marketing of Services
Contemporary Marketing Communications
Value-based Pricing Strategy
CRM and Marketing Analytics
Strategic Sales and Channel Management
E Commerce: Strategy, Growth and Analysis
Managing Digital and Social Media Marketing
Sales and Marketing for B2B Organisations

Finance

Derivatives for Value Maximization
Investment Analysis and Portfolio Management
Advanced Corporate Finance
Financial Markets and Services
Financial Modelling and Analytics
Global Financial Management
Equity Research Analysis & Fin Tech for Value Addition

Business Analytics

Data Science for Managers
Business Data Visualization using Tableau
Data Mining
Machine Learning
AI and Deep Learning
Big Data, Hadoop and Spark
Marketing Analytics
Natural Language Processing for Business
HR Analytics
Credit Risk Analytics: Measurement Techniques and Applications

Technology and Operations

Warehouse & Transportation Management
Services Operations Management
Supply Chain Simulation Lab
Industry 4.0 & Logistics 4.0
International Logistics
Supply Chain Finance
Strategic Sourcing & Supply Management
AI in Operations and Supply Chain Management
Omnichannel Supply Chain
Aggregator Models, E-commerce and Logistics
Supply Chain Risk management
Sustainability, Circular Economy & Supply Chains

TERM - I

Business Communication
Basic Financial Analysis
Business Software Lab (Excel & Python)
Fundamentals of Marketing
Individual and Group Behavioural Design:
Discovery & Transformation
Data to Decisions

TERM - II

Economic and Social Aspects of Business
Fundamental applications of Corporate Finance
Design, Implementation and Management of the Workforce
Marketing Strategy & Managing Customer Value
Management Science
Ethical and Legal Aspects of Business

TERM - III

International Business
Leadership and Strategy: Managing with Excellence
Analytics for Business Insights
Research Methods and Methodology
Process and Operations
Corporate Finance Decisions for Wealth Maximization

TERM - IV

Cost and Management Accounting for Sustainable Business
Project Management
Strategic Management
Supply Chain Management
Elective-1
Elective-2

TERM - V

Six Sigma
Entrepreneurship and Business Plan Development
Business Applications of AI and ML
Digital Strategy and Transformation
Elective-3
Elective-4

TERM - VI

Elective-5
Elective-6
PROJECT WORK

ADMISSION PROCEDURE

Eligibility

Persons satisfying the following criteria are eligible to apply:

- The applicant should be a graduate from a recognized university or hold a professional qualification recognized as equivalent to a bachelor's degree and should have secured a minimum of 50% marks in the aggregate.
- The applicant should have full-time work experience in Business/Industry/Government for a minimum period of two years.
- The applicant should be employed at the time of applying for the programme.

Selection Process

Candidate should apply online on the LIBA website:

<https://admissions.liba.edu>

Application Fee: Rs. 900/-

Application fees once paid will not be refunded under any circumstance

An email will be sent to candidates about the date and time of entrance test and personal interview.

Selection to the programme will be based on the applicant's overall performance in the entrance test .

The list of candidates selected for admission into the Programme will be displayed on LIBA website and selected candidates will be informed through email and SMS.

Admission Requirements

Selected candidates shall pay the prescribed fees before the due date and produce, along with the admission card, the following documents:

1. Photo copy of the Degree and Mark Sheets attested by a Gazetted Officer along with the originals.
2. Work Experience Certificate
3. Community Certificate (If applicable)
4. One Passport-sized Colour Photo
5. Parish Priest Letter (Catholic Candidates Only)

Fees and certificates must be submitted in person at the Admissions Office, LIBA. Regular classes will begin on 27th August 2022 (Saturday) at 5.00 pm.

Fee Payment

Fees will be payable at the beginning of each term. Fees, once paid, will not be refunded. The last date for paying the fees is 20th August 2022.





Fee Structure

Given below is the Fee Structure for the two-year Regular PGDM Programme during 2022-2024.

Details	Year I	Year II
Admission Fee	10,000	-
Tuition Fee	2,30,000	2,22,000
Establishment Charges	45,000	45,000
Library Fees	21,625	31,125
Computer Services	21,625	31,125
Diploma & Convocation	-	3,000
Alumni Membership Fees	-	3,000
Total	3,28,250	3,35,250

Amount to be paid for each year

- 1) I Year – Rs. 3,35,250/- (Rs. 3,28,250 + Rs. 7,000/-)
- 2) II Year – Rs. 3,35,250/-

Refundable Caution Deposits

Library Deposit Rs. 4,500
Retention Deposit Rs. 2,500

These refundable deposits will be payable along with Year I fee. The same will be refunded to the student by cheque while student graduates or leaves from the Institute, after verifying that there are no outstanding dues.

IMPORTANT DATES TO REMEMBER

4 th May 2022	:	Online admission process begins
15 th August 2022	:	Last date for filling the online application
2 nd & 16 th August 2022	:	Personal interview and entrance test
20 th August 2022	:	Last date for fee payment
27 th August 2022	:	First year commencement of class

RIGHTS RESERVED: LIBA reserves the right to change the requirements for admission or graduation, course content, fee structure, and regulations affecting students or to make any other suitable modifications, should these be deemed necessary in the interest of students, Institute, or the profession.

CONTACT DETAILS - LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)

Loyola Campus, Nungambakkam, Chennai - 600 034, India

Online application: <https://admissions.liba.edu>

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Email : admissions@liba.edu | Website: www.liba.edu

