



Loyola Institute of Business Administration

MDC
MANAGEMENT
DEVELOPMENT
CENTRE

CERTIFICATE PROGRAMMES

Adding Value
Enabling Growth



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LIBA

Loyola Institute of Business Administration

ABOUT LIBA

Loyola Institute of Business Administration (LIBA), established in 1979, is a premier management institute, known for its academic excellence and value-based education. It is the only private B-School in South India to consistently rank in the Top 10 of such institutes in India. LIBA provides management education to both fresh graduates seeking world-class management education and also to those who are already employed and want to enhance their management skills. In addition, it offers a doctoral programme, one-year executive PG Diploma, certificate programme, blended learning (E-Learning) and executive PG programmes. The Post Graduate Diploma in Management (full-time) is being offered since 1995. Both the part-time and the full-time PGDM programmes are approved by the AICTE and the full-time programme is recognized by the AIU as equivalent to the MBA degree of Indian Universities. LIBA also has collaborations with several Universities overseas and seeks to imbibe a global mindset in its students.

MANAGEMENT DEVELOPMENT CENTRE

Rapid globalization and the ever changing economic environment, demand that we continuously renew our knowledge and adaptability. These have become the key drivers of competitive advantage. The Management Development Centre (MDC) at LIBA caters to this specific learning orientation of enhancing knowhow, skills and above all, mindsets... The centre offers a variety of programmes and consulting partnerships so that today's practicing managers can emerge as leaders of tomorrow and also for today's leaders to have the opportunity for renewal on a continuous basis.

SHORT TERM CERTIFICATE PROGRAMMES

Loyola Institute of Business Administration (LIBA), established in 1979, is a premier management institute, known for its academic excellence and value-based education. LIBA provides management education to both fresh graduates seeking world-class management education and also to those who are already employed and want to enhance their management skills. In addition, it offers a doctoral programme, one-year executive PG Diploma, certificate programme, blended learning (E-Learning) and executive PG programmes. The Post Graduate Diploma in Management (full-time) is being offered since 1995. Both the part-time and the full-time PGDM programmes are approved by the AICTE and the full-time programme is recognized by the AIU as equivalent to the MBA degree of Indian Universities. LIBA also has collaborations with several Universities overseas and seeks to imbibe a global mindset in its students.

LIBA has a team of highly qualified and experienced Faculty, which gives the Institute the ability to offer varied programmes towards building value to Individuals. The Faculty employs modern and innovative teaching methods to encourage students develop a probing and methodical attitude towards problem – solving: this in addition to building the conceptual understanding in the particular subject. These short programmes provide the exposure as well as an impetus to building one's interest in a particular area of management.

ELIGIBILITY

The applicant must hold atleast a Bachelor's Degree in any discipline or a professional qualification recognized as equivalent to a Bachelor's Degree. Candidates with work experience will receive preference in admission.

ADMISSION PROCEDURE

The admission committee will make a preliminary evaluation of the applications. Those selected in the preliminary evaluation will be called for a personal interview.

At the time of the interview, candidates must produce the following:

1. Two latest Passport size colour photographs.
2. Provisional/ Degree Certificate (Original and self-attested copy).
3. Consolidated Mark sheet (Original and self-attested copy).

Candidates should appear for the Interview on the date and time mentioned on their admission card and pays the prescribed fees after the Interview, if selected.

The fees must be paid at the time of admission by way of D.D, payable at Chennai, drawn in favor of Loyola Institute of Business Administration (LIBA), Loyola College, Chennai - 600 034. Fees once paid will not be refunded.

PEDAGOGY

The Institute has a highly practical approach towards methods of instruction. Though the case method is used extensively, lectures are also given especially where focus is on highlighting a particular theory or framework. Other modes of instruction include group discussions, seminars, guest lectures, business games and research assignments.

ATTENDANCE

The Institute attaches great importance to regular and punctual attendance in classes, particularly, as these are short courses. Prior permission from the Programme Director is necessary for absence. Continuous absence, beyond reasonable limits will result in the debarring of the participant from the course.

PROGRAMME DURATION

The duration of the programme is of eight weeks. Classes for these programmes are held on Sundays either from 10.00 am to 1.15 pm or from 2.00 pm to 5.15 pm. The exact timings of each programme i.e. .morning or afternoon will be intimated prior to the start of the programme. The programme will be of 30 hours duration.

ASSESSMENTS

In order to understand the effectiveness of the programme, in terms of its deliverables through the learning by each participant, there will be a midterm as well as a final assessment.

PROGRAMME DIRECTOR

The overall management and administration of Certificate Programmes will be under the leadership of the Programme Director. The latter, will be responsible for ensuring the smooth conduct of these courses, providing both participant and faculty support and to ensure the overall standards of academic rigour and excellence.



BASICS OF BUSINESS ANALYTICS

The course offers an appreciation to the understanding of business analytics and its use. At the end of the programme, the participant ought to be able to formulate and solve business problems in support of managerial decision making. On specific tools and frameworks, the course will provide exposure towards use of Excel and SPSS to solve business problems.

As there is strong dependence on Statistics, this programme is open only to Graduates who have studied Statistics at least up to Plus 2 level.

CONTENT

Module 1: Basics of Data Analysis

- Measures of Central Tendency and Dispersion
- Probability

Module 2: Inferential Data Analysis

- Sampling and sampling techniques
- Confidence Intervals (means and proportions)
- Sample size calculations

Module 3: Predictive Analytics

- Simple Regression
- Multiple Regression: multicollinearity, use of dummy variables, time series, model building, autocorrelation and autoregressive models

Students will also be exposed to the basic use of SPSS for the above modules, though Excel will be the prime tool used through the course

BUSINESS COMMUNICATION

Effective communication is the glue that helps you deepen your connections to others and improve teamwork, decision making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. It is rightly argued that one's effectiveness at work is directly proportional to one's ability to communicate effectively/ impactfully. Often times, it is seen that ineffective communication leads to sub optimal performance and in its extreme could inhibit career growth.

The programme offers a comprehensive coverage to Business Communication. It will train and enable participants to learn to deliver clear, concise, and convincing messaging to advance ideas, influence, build consensus, and resolve conflicts. The programme will help to sharpen your communication skills, build your confidence and gain an advantage in the workplace!

CONTENT

- ▲ Effective business communications,
 - Including proposals, presentations, and reports.
- ▲ Key communication methods-such as
 - Informational briefing
 - Persuasive messaging or
 - Conflict management-to meet specific objectives.
- ▲ Techniques of effective speaking, including one to one communication
 - Message Development
 - Content
 - Balance between intent & impact
 - Projection inflection and delivery
- ▲ Mastery over written communication
 - Business correspondence
 - Report writing
 - Business proposals

CUSTOMER RELATIONSHIP MANAGEMENT

Customer Centricity is no longer simply a buzz word – it is one of the cornerstones of one's competitive advantage. This programme aims to provide the participant a managerial perspective of CRM. It will provide a conceptual and operational understanding of the subject so as to be able to define the goals and priorities of the business, understand the practical nuances of placing the customer at the centre of those goals and priorities, and learn to build the foundation to launch and manage CRM projects.

CONTENT

- ▶ The context - How contemporary marketing, business competition, strategy and customer dynamics are changing - the need for CRM
- ▶ CRM as a business strategy; Models of CRM and theories of relationship management
- ▶ Developing CRM strategy
- ▶ Understanding your customers – the key tools - Customer Portfolio analysis; Customer life cycle; Lifetime value
- ▶ Preparing the organization for CRM – the key tools. The infrastructure, information, process & people components
- ▶ CRM technologies – its origins, ecosystem, solutions, analytics & architecture – Sales Force, Marketing, Service automation
- ▶ Managing the CRM Project - Selecting the team, controlling the project, finishing the project
- ▶ Emerging Trends in CRM – CMR – Customer Managed Relationships

FINANCE

The objective of this programme is to provide in-depth exposure to the concepts, application and practices of Financial Accounting and Financial Management in such a manner that even the participants having no prior exposure to the subject can understand and get a good grasp of the subject. The course will provide a comprehensive understanding, analysis and interpretation of financial statements together with managerial practices and techniques in the Indian Legal and Corporate Environment.

Awareness will also be created for the financial disclosure practices followed in India. Participants will also be exposed to the provisions of the Indian Income Tax Act as applicable to an individual.

CONTENT

- ▶ Introduction to Financial Accounting
- ▶ Basic Concepts & Conventions
- ▶ Accounting Procedure & Process
- ▶ Importance of Financial Statements
- ▶ Components and Format of Financial Statement
- ▶ Interpretation of Financial Statement
- ▶ Cash Flow Statement
- ▶ Nature of Financial Management
- ▶ Concepts of Value & Return
- ▶ Valuation of Bonds & Shares
- ▶ Investment Decisions
- ▶ Cost Volume Profit Analysis



FINANCIAL DERIVATIVES

The objectives of this programme is to get a general conceptual understanding of "Derivatives" related to Financial Instruments and Financial Derivatives Markets. The programme will provide a basic familiarization to this important and emerging area.

Participants who are familiar with financial instruments and money markets will derive maximum benefit from this programme.

CONTENT

- ▶ Introduction to Financial Derivatives
- ▶ Types of Derivative Instruments
- ▶ Basic Market Concepts and Mechanics
- ▶ Forward Market
- ▶ Fundamentals of Financial Derivatives
- ▶ Interest Rate Futures
- ▶ Stock Index Futures
- ▶ Foreign Currency Futures
- ▶ Options
- ▶ Financial Swaps



HR ANALYTICS

The course focuses on analytical techniques that will be useful for HR professionals. It is aimed at giving HR professionals a conceptual and practical exposure to the application of analytical techniques in the realm of HRM. The course will be taught using Microsoft Excel. The prerequisite for this course is a working knowledge of Microsoft Excel.

CONTENT

- ▶ Basics of Data Analysis
 - Measures of central tendency and dispersion
- ▶ Bell Curve and its relevance to HR
- ▶ Decision Making using Sampling
 - Sampling techniques for HR applications
 - Inferences about populations using sample data
 - Sample size calculations for surveys
- ▶ Predictive Analytics
 - Usage of simple and multiple regression models to identify key determinants of HR measurements
 - Forecasting using regression
- ▶ Data Capture and Analysis using Questionnaires
 - Designing employee survey questionnaires
 - Analyzing the qualitative and quantitative responses
 - Identifying key attributes that impact employee satisfaction using regression on questionnaire response data.

INFORMATION SECURITY, CONTROLS & AUDIT OF BUSINESS INFORMATION SYSTEMS

The changing cyber threat landscape is presenting serious challenges to enterprises dotted with data breaches, hacking and malware attacks, mobile & social media threats that are not just impacting businesses but increasingly endangering the achievement of enterprise objectives. This demands enterprises to equip themselves with appropriate capabilities to understand, assess, treat and pro-actively manage risks from use of IT and secure their IT.

Recognizing the importance, this programme has been designed in collaboration with the Chennai Chapter of ISACA, USA, the global leader in IT control, security & governance. The course has been designed to equip management as well as professionals with the awareness, knowledge and fundamental capabilities to comprehend, treat and manage such risks and thereby protect their organization interests.

CONTENT

- ▲ Fundamentals of Information Security & Risk Management
 - Confidentiality
 - Integrity & Availability concepts
- ▲ Information Risk Management & Controls
- ▲ Hardware, Software & Network Related Technologies/ Concepts
- ▲ Physical & Environmental Controls to Safeguard IT Assets
- ▲ Business Continuity, Disaster Recovery & Incident Management
- ▲ Legal & Ethical Issues
- ▲ Standard and Compliance- Introduction to ISO 2701 & Auditing ISMS
 - Planning, Implementation & Maintenance of IS

MANAGEMENT OF HUMAN RESOURCES

Management of human resources has attained great significance both strategically and operationally in recent times. Management of Human Resources is concerned with selection, performance, appraisal, rewards and development of people in Organizations. They need to be based on sound and robust HR philosophy, strategies, policies processes and practices.

The programme aims at providing a learning space to gain practical knowledge and skills to become a professional in managing human resources. The participants will be enabled to learn through self-directed and team-oriented learning activities.

CONTENT

- ▲ Structure, Role & Functions of HR Department in an Organization
 - Business Partnership
- ▲ Strategic HR
 - HR Principles and Policies - Best Practices
 - Planning, Recruitment and Induction
 - Managing Performance
 - Performance Planning / Goal Setting
 - Appraisal
 - Development
- ▲ Training and Developing Talent - Career Planning
- ▲ Employee Relations
- ▲ Contemporary Challenges in Managing HR in Organizations

PROJECT MANAGEMENT

In the past few decades, organizations have discovered an incredible insight: the principles of Project Management can be applied to almost any aspect of everyday management!

The Project Management programme will give participants an overview of the entire project management process, as well as key project management tools that they can use every day. Working with project planning documents, such as needs assessments, risk management plan, and a communication plan will provide benefits throughout the organization.

CONTENT

- ▲ Introduction to Project Management
 - Project Manager's responsibility
 - Process Group Magnets solutions
- ▲ Time Management (Priority Management)
- ▲ Drawing of Network
- ▲ CPM with 3 activity estimate
 - Schedule Compression
 - ▶ Crashing
 - ▶ Fast tracking
- ▲ Resource Allocation & Resource Levelling
 - Cost Management
 - Cost Budgeting & Control
- ▲ Tools and Techniques
- ▲ Earned Value Management
- ▲ Social Projects
- ▲ Mega Infrastructure Projects
- ▲ Project Quality Management
 - Concept of Quality
 - Processes of Project Quality Management

SALES & MARKETING

The American Marketing Association defines marketing as "Marketing is an organizational function & a set of processes for creating communication and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".

This programme has been tailored for working executives who are interested in the formal learning of sales and marketing as a management discipline .It will also provide the beginner with a good understanding of the broad frameworks and concepts in this exciting area of management.

CONTENT

- ▲ Overview of Marketing
- ▲ The Marketing Environment
- ▲ The functions of Marketing
- ▲ Introduction to the Marketing Mix- 4P's
- ▲ Segmentation
- ▲ Branding
- ▲ Sales management
- ▲ Sales Organization
- ▲ Motivation & Compensation
- ▲ Monitoring & Performance Appraisal
- ▲ Sales Forecasting & Territory Management



SHARE ANALYSIS & INVESTMENT MANAGEMENT

Studies have proved, time and again, that investments in the Equity markets are one of the best long term investments in the financial market place. However, share prices can go down as well as up and so investment is not without risk! Therefore, sound knowledge in Share Analysis and a deep understanding of the market mechanism is most essential for an investor to venture into the world of Stock Markets. Keeping this in view, the programme is designed to enable the participants to gain practical knowledge as well as key insights in Share Analysis and real time investment.

This programme is practice driven and offers an in-depth understanding to the nuts and bolts of becoming a successful investor!

CONTENT

- ▲ Capital Markets and Instruments
- ▲ Primary market and Secondary market
- ▲ Risk and Return Analysis
- ▲ Fundamental Analysis
- ▲ Technical Analysis
- ▲ Introduction to Online Trading
- ▲ Efficient Market Hypothesis
- ▲ Portfolio Theory- Selection and Management
- ▲ Capital Asset Pricing Model
- ▲ Portfolio Revision
- ▲ Portfolio Evaluation
- ▲ Mutual Funds- Types and their roles
- ▲ Investment Strategies of Great masters
- ▲ Stock market crashes and lessons therefrom

SIX SIGMA GREEN BELT

Today's business leaders are turning to Six Sigma Green Belt training to ensure a competitive edge, solve organizational problems, improve service and develop the background and skill base needed to initiate and sustain performance improvement. Building on these learning objectives, the topics in this programme prepare participants to lead projects and contribute to improvement efforts in the services and manufacturing sectors.

Green Belts' acquired knowledge of data collection, analysis, process mapping and lean implementation allows them to play a vital role in Six Sigma Lean initiatives. Typically, Green Belts are assigned to Six Sigma projects within their area of responsibility.

CONTENT

- ▲ Definition and analysis of problems;
- ▲ Root cause determination;
- ▲ Solution generation and selection; and
- ▲ Use of process variability and
- ▲ Waste elimination tools.

BENEFITS

- Deep understanding on Lean Six Sigma (LSS) principles up to the Green Belt (GB) skills level
- Participants receive the necessary LSS knowledge, materials, and templates for self-sufficiency
- Develop understanding of Minitab software
- Understand Six Sigma Case Studies & steps to implement Six Sigma Projects

SUPPLY CHAIN MANAGEMENT

Today, markets are very competitive and the ability to reach, satisfy and retain customers is critical for the success of every business. Managers, in today's business world, need to have a comprehensive understanding of various issues in supply chain management which impact businesses.

This programme provides insight into such issues and is aimed at providing basic knowledge and understanding of supply chain management.

CONTENT

- ▲ Introduction to Supply Chain Management
- ▲ Supply Chain Strategies
- ▲ Supply Chain Drivers
- ▲ Forecasting & Demand Planning
- ▲ Supply Chain Network Decisions
- ▲ Inventory Management
- ▲ Transportation Management
- ▲ Sourcing Decisions
- ▲ Warehousing: Issues & Perspectives
- ▲ Information Technology in Supply Chain Management
- ▲ Coordination in Supply Chain Management
- ▲ Performance Measurement & Supply Chain improvements

LEARNING CONTRACT: Building the Knowledge and Skill set

Every participant, be it through Organisation sponsorship or directly as self sponsored, will be required to complete a Development Plan prior to the start of the programme. This Plan will need to outline clearly;

- Development Goals for undertaking the programme and
- Key Learning / Expectations from the programme. This will bear a strong relationship with the Goals outlined.

The Participant will use this to guide and navigate his learning through the programme in close coordination with the Faculty.

FACULTY SUPPORT

One of LIBA's unique offering is the interest and commitment of its Faculty to Coach and Mentor every participant to ensure that their development goals are fully met. To this end, each of the Faculty Members will engage on a one – on – one dialogue with each participant to facilitate the learning contract.



