

Executive Diploma in HUMAN RESOURCE MANAGEMENT

PROGRAMMES

The LIBA Programme of Executive Diploma in Management offers the choice of selecting among eight areas of management specialisations. The context, objective, and course plan for each of these specialisation areas are detailed below.

HIGHLIGHTS OF THE PROGRAMMES

- 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.

The Programmes are offered in week-day format with evening schedules for all specialization areas. Classes are held in the evenings between 6.45 pm and 8.30 pm from Monday to Wednesday. Courses have three different credit options. The four-credit courses have 18 sessions, three-credit have 16 sessions, and two-credit courses have 9 sessions. Each session covers one hour and 45 minutes.

WEEK-END PROGRAMS in the following areas are also available.

- Business Analytics
- Insurance Management
- Logistics and Supply Chain Management

Contact the Admissions Office for further details.

Recent changes in the organizational environment of business point to the vital role of people in determining the overall economic and functional performance of enterprises. Experiences in structural adjustments made by several business organizations have shown that technological changes, process reforms, product improvements, and business strategies can be effective only when they are complemented with better people management. This means that the quality and commitment of Human Resource constitutes the most crucial source of competitive advantage for organizations.

This Programme leading to the Executive Diploma in Human Resource Management emphasizes the importance of applying both a system and process perspective in understanding Human Resource functions and implementing Human Resource strategies. It aims to equip the working executives and aspiring Human Resource managers with theoretical and practical knowledge through a combination of theory-based learning modules on recent developments in labour laws and industrial relation and best-practices-based learning modules on recent experience in HR systems across corporate segments both within and beyond India.

FIRST SEMESTER			SECOND SEMESTER		
No.	Course Title	Credit	No.	Course Title	Credit
1.	Intra and Interpersonal Dynamics	4	1.	Performance and Reward Management	4
2.	Human Resource Management	4	2.	Strategic HRM	4
3.	Industrial Relations	2	3.	Labour Laws	2
4.	Counselling Skills	2	4.	Training & Development	2

Executive Diploma in INTERNATIONAL BUSINESS MANAGEMENT

The expanding world market led by the process of globalization is causing dramatic changes in international business with major implications for GDP and employment, both within and across borders. Markets, which were stable earlier, have now become unstable aggressively competitive with firms intensely fighting for market share against their foreign and domestic counterparts. Almost all business organizations today have recognized the inevitability of developing strategies for initiating and expanding their international operations. These strategies are driven obviously by many cultural, human, legal, monetary, economic, and geo-political factors.

The Programme leading to the Executive Diploma in International Business is designed to equip the students with the knowledge and skills essential for understanding the key dimensions of international business such as international trade and finance, trade regulating institutions, human resource management, and cultural and geo-political aspects.

FIRST SEMESTER			SECOND SEMESTER		
No.	Course Title	Credit	No.	Course Title	Credit
1.	International Business	2	1.	International Dimensions of HRD	2
2.	Cross-cultural Perspectives in International Management	2	2.	International Negotiation	2
3.	International Marketing	4	3.	Import & Export Management	4
4.	Foreign Trade & International Finance	4	4.	International Economics and Geo-political Environment	4

Executive Diploma in INVESTMENT MANAGEMENT

With the Government of India pressing hard the button of Digitalization through the recent demonetization of high value currencies, resulting in more funds at the disposal of the banking system may trigger the regime of lower interest rates, thereby yielding a low rate of return to the deposit holders.

In the scenario of falling interest rates, even the so called conservative investors will be compelled to flock to the equity markets either directly or through mutual funds in order to earn the real rate of return i.e., a rate of return over and above the rate of inflation in the country. More importantly, for over two decades, equity markets are cashless markets and this will definitely attract investors, especially high net worth investors and institutional investors to fall in line with the ideology of the Indian Government in expectation of some incentives.

These developments will make equities the most sought after asset class for the individual investors and for the institutions. Unlike other investments like bank deposits, gold, etc. in order to succeed in equity markets one need to equip themselves in fundamentals and develop competencies in trading skills. This programme is designed taking into account these developments and to make the learners' well versed in the area of equity investments both from the career perspective as well as to safeguard their hard earned savings into fruitful investments.

FIRST SEMESTER			SECOND SEMESTER		
No.	Course Title	Credit	No.	Course Title	Credit
1.	Financial Statement Analysis	4	1.	Security Analysis	4
2.	Financial Markets	4	2.	Portfolio Management	4
3.	Financial Modeling	4	3.	Introduction to Derivatives	4

Executive Diploma in MARKETING MANAGEMENT

Marketing is the prime mover of any corporate enterprise or business organization. In most contexts, market is critical not only as a determinant of the type, scale, and location of production but also as a driver of process and technology innovations. With increasing competition, these roles of market are also undergoing rapid and transformation. Globalization process and technological changes have widened the traditional scope of marketing with newer concepts such as: Customer Relationship Management, Retail Marketing, Services Marketing, Digital and Social Media Marketing. These changes have made marketing as a very rich and more complex segment of business today.

The Programme leading to the Executive Diploma in Marketing Management aims to meet the evolving functional requirements of working executives in marketing spheres as well as those opting for marketing as a career. The Programme will help to master the emerging concepts and contemporary practices in marketing management.

FIRST SEMESTER			SECOND SEMESTER		
No.	Course Title	Credit	No.	Course Title	Credit
1.	Marketing Management	4	1.	Retailing	2
2.	Salesmanship	2	2.	Digital & Social Media Marketing	2
3.	Marketing Ethics	2	3.	Brand Management	2
4.	Advertising Strategy	2	4.	CRM	2
5.	Marketing Research	2	5.	Services Marketing	2
			6.	International Marketing	2

ELIGIBILITY

Graduate of any discipline 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.

Students taking their final degree examinations by June 2017.

Work experience, though not essential, will receive preference.

SELECTION PROCESS

Candidate should apply online on the LIBA website (www.liba.edu).

Application Fee: Rs. 800

The Selection Committee will make a preliminary screening of the applications and the short-listed candidates will be called for a personal interview. The call letter will have the exact date and timing.

ADMISSION REQUIREMENTS

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

Degree Certificate in Original/Provisional along with an Attested Copy

Mark Sheet in Original along with an Attested copy

Two Passport-sized Colour Photographs

Candidate awaiting results should produce the Degree Certificate (final/provisional) before September 30, 2017. Failure to do so will result in the removal of candidates name from the rolls of the Institute and forfeiture of fees paid.

FEE PAYMENT

Fees will be payable at the beginning of each semester. Fees, once paid, will not be refunded. Fees can be paid by NEFT/Bank Draft/Cheque drawn in favour of Loyola Institute of Business Administration payable at Chennai. The Service Tax Number is: AAATL1018PSD001.

FEE STRUCTURE

Given below is the Fee Structure for the Executive Diploma Programmes during 2017 - 2018.

S.No.	DETAILS	SEMESTER I	SEMESTER II
1.	Admission Fee	3,850	-
2.	Tuition Fees	28,000	28,000
3.	Learning Materials	3,300	3,300
4.	Establishment Charges	5,500	5,500
5.	Library Fees	3,300	3,300
6.	Computer Services	3,300	3,300
7.	Diploma & Convocation	-	2,200
8.	Alumni Membership Fees	-	2,200
	Total	47,250	47,800

Plus Applicable Service Tax

REFUNDABLE CAUTION DEPOSITS

Library Deposit Rs. 4,500

Retention Fees Rs. 2,500

These refundable deposits will be payable along with the First Semester Fees. 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.

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.

Published by the Admissions Office

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Executive Diploma in Management



Human Resource Management
International Business Management
Investment Management
Marketing Management

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