



# Loyola Institute of Business Administration (LIBA)

A Jesuit Business School

EXECUTIVE POST GRADUATE PROGRAMME IN

## GENERAL MANAGEMENT

2 Years | Weekends | SATURDAY : 2 PM - 5 PM  
SUNDAY : 10 AM - 1 PM

### PROGRAM OBJECTIVES

- Creating business leaders who can transform the society with a visionary approach.
- Impart strategic thinking for business growth and optimal performance.
- Develop leadership skills - Visioning for future and lead performing teams.
- Moving from functional to strategic mindset. Understanding the interdependence between business and functional strategies and display extended accountability.
- Being proactive: Agility in adapting to changes in market and technology.
- Building a global mindset.

### FACILITIES & FACILITATORS

- Distinguished and eminent faculty with rich industry experience.
- Personal care and innovative teaching pedagogy.
- Air-conditioned, fully equipped classrooms.
- Vibrant campus life.
- One final management project work.

### ELIGIBILITY

1. Degree holders with minimum 3 years of work experience in any good organization.
2. Diploma holders with minimum 5 years work experience in any good organization.

### COURSE PLAN

- Each semester has 6 papers with 3 credits each.
- Continuous assessment will be done for evaluation, which includes class participation, quizzes, test, assignment performance and mini projects.
- Each subject involves 24 clock hours (3 credits) consisting of 8 sessions.
- Classes will be held twice a week on Saturday and Sunday.

SEM	COURSE	CREDITS
1	Organisational Behaviour	
	Business Statistics & Analytics for Decision Making	3
	Marketing Management	3
	Financial Reporting, Statements and Analysis	3
	Economic and Legal Environment of Business	3
	Quantitative Techniques	3
2	Effective Communication for Business	3
	Operations Management	3
	Cost and Management Accounting	3
	Project Management	3
	Computer Applications for Business	3
3	Lean Management	3
	Human Resource Management	3
	Customer Relations Management	3
	Research Methodology	3
	Data Mining for Business Decisions	3
	Artificial Intelligence and Machine Learning	3
4	Corporate Strategy	3
	Project Appraisal and Finance	3
	Organisational Change and Development	3
	Supply Chain and Logistics Management	3
	Sales and Distribution Management	3
	Business Ethics and Corporate Governance	3
	Leadership	3
	Capstone Project Work	3
		3

MANAGEMENT DEVELOPMENT CENTRE (MDC)

LIBA, Loyola College Campus, Chennai - 600 034

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Link to register: <http://certificatecourse.liba.edu/gm.html>

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