



Loyola  
Institute of  
Business  
Administration  
(LIBA)

*A Jesuit Business School*



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



**ADMISSION BULLETIN 2024-26**

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 curriculum 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.











## Programme Structure & Performance Evaluation

The Programme covers 32 courses and one Project work: 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 functional areas, such as Marketing, Finance, Business Analytics, and Technology & Operations.

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



# COURSE PLAN 2024-26

## Elective Courses

(Candidate has to choose 6 electives)

### Marketing

- Understanding Buyer Behavior
- 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
- Technology & Operations Strategy
- Platforms Models, E-commerce and Omnichannel Supply Chain
- Supply Chain Risk management
- Sustainability, Circular Economy & Supply Chains

#### TERM - 1

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

#### TERM - 2

- 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 - 3

- 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 - 4

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

#### TERM - 5

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

#### TERM - 6

- Elective-5
- Elective-6
- PROJECT WORK



# ADMISSION PROCEDURE

## Eligibility

Persons satisfying the following criteria are eligible to apply:

1. 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.
2. The applicant should have full - time work experience in Business/Industry /Government for a minimum period of two years.
3. 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 and personal interview.

The list of candidates selected for admission into the Programme will be send through Email.

## Admission Requirements

Selected candidates shall pay the prescribed fees before the due date and produce the following documents:

1. Photocopy of the Degree and Mark Sheets Self attested 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)

## Fee Payment

Fees will be payable at the beginning of each Year. Fees once paid, will not be refunded. The last date for paying the fees is 30th June 2024.









## Fee Structure

Given below is the Fee Structure for the two-year Weekend PGDM Programme during 2024-2026.

Details	Year I	Year II
Admission Fee	10,000	-
Tuition Fee	2,58,000	2,58,000
Establishment Charges	45,000	45,000
Library Fees	23,300	31,000
Computer Services	23,300	31,000
Diploma & Convocation	-	3,000
Alumni Membership Fees	-	3,000
<b>Total</b>	<b>3,59,600</b>	<b>3,71,000</b>

## Amount to be paid for each year

1) I Year – Rs. 3,66,600/- (Rs. 3,59,600 + Rs. 7,000/-)

2) II Year – Rs. 3,71,000/-

## 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 through NEFT when the student graduates or leaves from the Institute, after verifying that there are no outstanding dues.

### DATES TO REMEMBER

March 2024	: Online admission process begins.
May 2024	: Personal interview and entrance test.
June 2024	: Last date for fee payment
July 2024	: 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)**

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

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Email : [admissions@liba.edu](mailto:admissions@liba.edu) | Website: [www.liba.edu](http://www.liba.edu)

